

The Ultimate Guide to Creating Facebook Ads



Facebook Advertising

This tutorial will help you learn how to create the proper ads on Facebook that will help grow your business!

www.facebook.com/business

Facebook Ads Manager

business.facebook.com/adsmanager

Facebook Ads Manager interface showing a list of campaigns.

Campaigns Coursenvy.com Ad Account (5...)

Updated just now Discard Drafts Review and Publish

Search Filters + Add filters to narrow the data you are seeing. Today: Jul 8, 2020

Campaigns Ad Sets Ads

+ Create Duplicate Edit A/B Test Rules 1-200 of 207 View Setup Columns: Performance Breakdown Reports

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
☐	CONV-99modMBA-BROAD-AUS-7-7	Active	Lowest cost	\$50.00 Daily	— Purchase	880	940	— Per Purchase	\$19.20	Ongoing
☐	CONV-99modMBA-Udemyinsights-7-6 [richC]	Active	Lowest cost	\$30.00 Daily	— Purchase	752	871	— Per Purchase	\$17.22	Ongoing
☐	CONV-99modMBA-LA-USA7-6	Active	Lowest cost	\$100.00 Daily	2 Purchases	677	764	\$10.97 Per Purchase	\$21.94	Ongoing
☐	BOF-99modMBA-6-30 [RETARGET modMBA]	Active	Lowest cost	\$10.00 Daily	— modMBA sale	253	429	— Per modMBA sale	\$4.43	Ongoing
☐	CONV-19MMB-biz-USA7-6	Off	Lowest cost	\$40.00 Daily	— Purchase	—	—	— Per Purchase	\$0.00	Ongoing
☐	CONV-19MMB-int-USA7-6	Off	Lowest cost	\$40.00 Daily	— Purchase	—	—	— Per Purchase	\$0.00	Ongoing
☐	BOF-19MMB-7-6 [RETARGET MMB]	Off	Lowest cost	\$10.00 Daily	— Purchase	—	—	— Per Purchase	\$0.00	Ongoing
☐	LEADS-900GC-BROAD-7-3	Off	Lowest cost	\$30.00 Daily	— Purchase	—	—	— Per Purchase	\$0.00	Ongoing

Facebook Page → Facebook Ads

- Many students are worried about their friends seeing their ads or business Facebook Page... so first off, Facebook Ads and your Facebook Page are **separate** from your personal Facebook profile!
- Your personal Facebook profile is **just** needed to create a Facebook Page and Facebook Business Manager (which is just linked with your personal account login and not publishing to your friends---unless you invite your friends to your page or target them via ads).
- That said, you do need to create your business Facebook Page first, before creating your a Facebook ad.

www.facebook.com/pages/creation

Facebook Ad Creation Levels (Steps)



1. CAMPAIGN level → Set your objective
2. AD SET level → Set your audience/targeting, budget/schedule, and placement
3. AD level → Create you ad creative and copy

CAMPAIGN

AD SET

AD

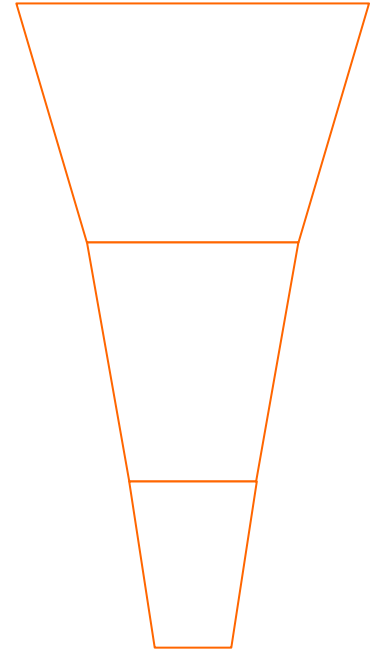
AD

Step #1 - Campaign Objective

Your Facebook ad **CAMPAIGN OBJECTIVE** is where you select **what you want people to do** when they encounter your Facebook ad. When you create Facebooks ads, your first step is choosing your OBJECTIVE.

Think of Facebook ads as a giant set of **funnels**... at the top of the funnel you are building awareness about your brand and finding new potential customers. As you work people down your funnel, you want to direct them to take action (i.e. make a purchase or sign up for XYZ). Using the correct **CAMPAIGN OBJECTIVE** will help you convert customers at each step of the funnel.

EXAMPLE: If you want to direct people to your website, you will create a Facebook ad campaign with a **TRAFFIC OBJECTIVE**.



Step #2 - Ad Set

Your Facebook **AD SET** is the step at which you select your targeting (audience, location, age, language, gender, interests), placement, budget, schedule, and more for your Facebook campaign.

- Editing your Ad Set will change the **Potential Reach** of your ad campaign. Smaller audiences will cost more to reach, but typically increase your ad relevancy since your ads can be laser focused (great for Conversion objectives)! Broad audiences (1m+ reach) will be a lower cost to target and are better for top of funnel (first touch point) ads.

The screenshot displays the Facebook Ads Manager interface. On the left, a sidebar contains navigation icons and a list of campaign elements: 'New Campaign', 'New Ad Set', and 'New Ad'. A large red arrow points from the 'New Ad Set' option to the main content area. The main content area shows the 'New Ad Set' configuration page. At the top, a breadcrumb trail reads 'New Campaign > New Ad Set > 1 Ad'. Below this, there are tabs for 'Edit' and 'Review'. The 'Ad Set Name' field is set to 'New Ad Set'. The 'Traffic' section has 'Website' selected. The 'Audience Definition' section features a gauge showing the audience selection is 'fairly broad' and displays a 'Potential Reach' of 72,000,000 people. A second large red arrow points to this reach value. The 'Estimated Daily Results' section at the bottom states that results are not available for this campaign.

Step #3 - Ad

Your Facebook **AD** is the step at which you create your actual ad, select media, format, links, call to action, and more for your Facebook campaign.

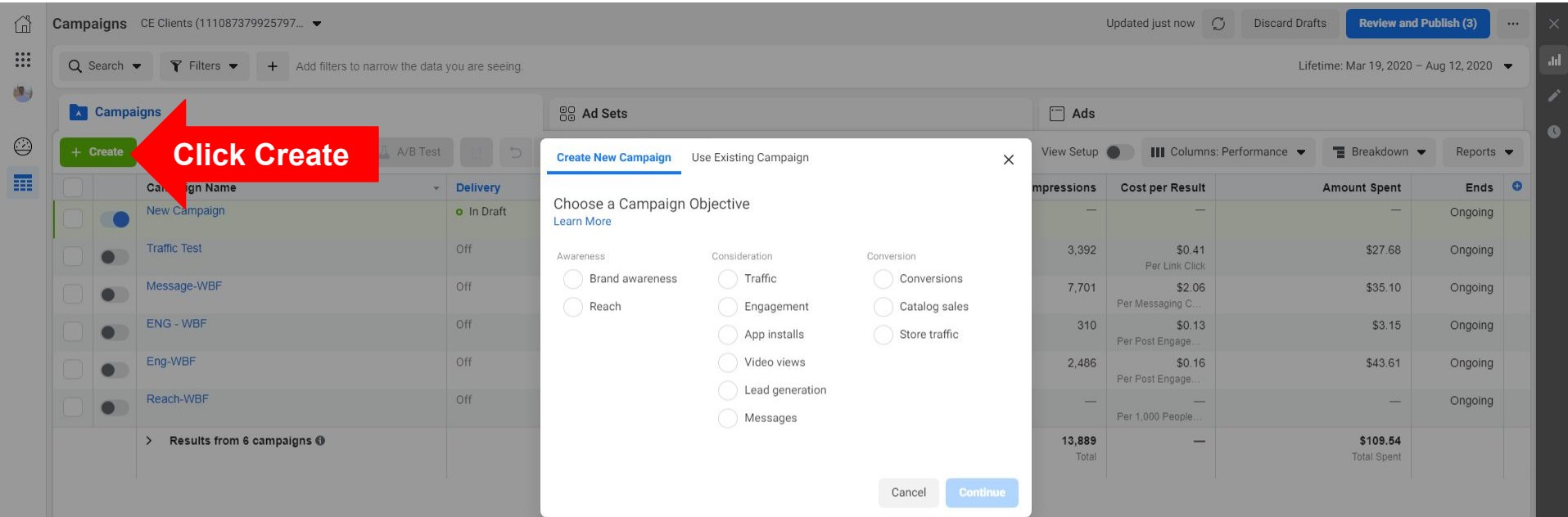
Ad Formats: Depending on your Campaign Objective, you can select varying formats for your ad.

- Image - [Ad Specs](#) and [Facebook Images Guide](#)
- Video/Slideshow - [Ad Specs](#) and [Facebook Video Guide](#)
- Carousel - [Ad Specs](#) and [Facebook Carousel Guide](#)
- Collection - [Ad Specs](#) and [Facebook Collection Guide](#)
- Instant Experience - [Ad Specs](#) and [Facebook Instant Experience Guide](#)

*****Bookmark the hyperlinks above for future reference to the ever updating Facebook ad specs, images sizes, etc.*****

How to Create Facebook Ads

business.facebook.com/adsmanager

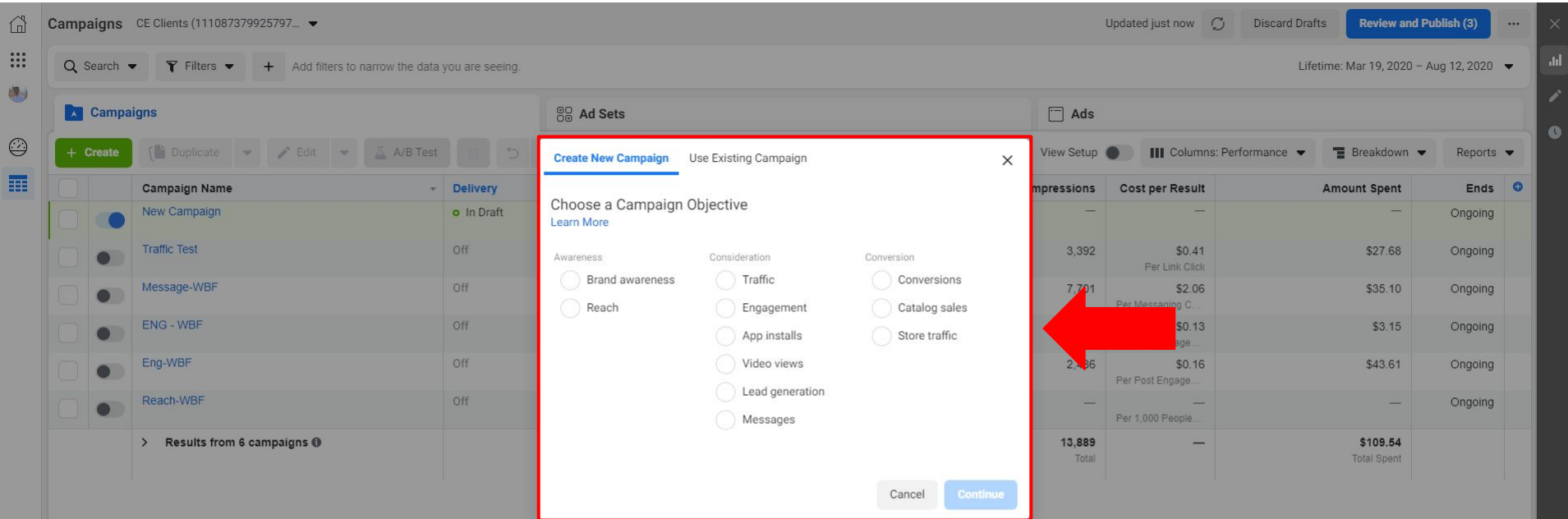


The screenshot displays the Facebook Ads Manager interface. A red arrow points to the '+ Create' button in the left sidebar, with the text 'Click Create' overlaid. The main content area shows a modal dialog for creating a new campaign. The dialog has two tabs: 'Create New Campaign' (selected) and 'Use Existing Campaign'. Under 'Create New Campaign', there is a section titled 'Choose a Campaign Objective' with a 'Learn More' link. Below this, there are three columns of radio button options: Awareness (Brand awareness, Reach), Consideration (Traffic, Engagement, App installs, Video views, Lead generation, Messages), and Conversion (Conversions, Catalog sales, Store traffic). The background shows a table of existing campaigns with columns for Campaign Name, Delivery, and various performance metrics.

Campaign Name	Delivery
New Campaign	In Draft
Traffic Test	Off
Message-WBF	Off
ENG - WBF	Off
Eng-WBF	Off
Reach-WBF	Off

Impressions	Cost per Result	Amount Spent	Ends
3,392	\$0.41 Per Link Click	\$27.68	Ongoing
7,701	\$2.06 Per Messaging C...	\$35.10	Ongoing
310	\$0.13 Per Post Engage...	\$3.15	Ongoing
2,486	\$0.16 Per Post Engage...	\$43.61	Ongoing
13,889 Total	—	\$109.54 Total Spent	Ongoing

Step #1 - Selecting Your Campaign Objective



The image shows the Facebook Ads Manager interface. A modal dialog box titled "Choose a Campaign Objective" is open, allowing the user to select a campaign objective. The dialog has two tabs: "Create New Campaign" (selected) and "Use Existing Campaign". Below the tabs, there are three categories of objectives: Awareness, Consideration, and Conversion. Each category has several options with radio buttons. A red arrow points to the "Reach" option under the Awareness category.

Campaigns CE Clients (111087379925797... ▾) Updated just now Discard Drafts **Review and Publish (3)** ...

Search ▾ Filters ▾ + Add filters to narrow the data you are seeing. Lifetime: Mar 19, 2020 – Aug 12, 2020 ▾

Campaigns Ad Sets Ads

+ Create Duplicate Edit A/B Test

Choose a Campaign Objective [Learn More](#)

Awareness **Consideration** **Conversion**

- ☐ Brand awareness
- ☐ Reach
- ☐ Traffic
- ☐ Engagement
- ☐ App installs
- ☐ Video views
- ☐ Lead generation
- ☐ Messages
- ☐ Conversions
- ☐ Catalog sales
- ☐ Store traffic

Cancel Continue

Impressions	Cost per Result	Amount Spent	Ends
—	—	—	Ongoing
3,392	\$0.41 Per Link Click	\$27.68	Ongoing
7,701	\$2.06 Per Messaging C...	\$35.10	Ongoing
—	\$0.13 Per Post Engage...	\$3.15	Ongoing
2,336	\$0.16 Per Post Engage...	\$43.61	Ongoing
—	— Per 1,000 People...	—	Ongoing
13,889 Total	—	\$109.54 Total Spent	

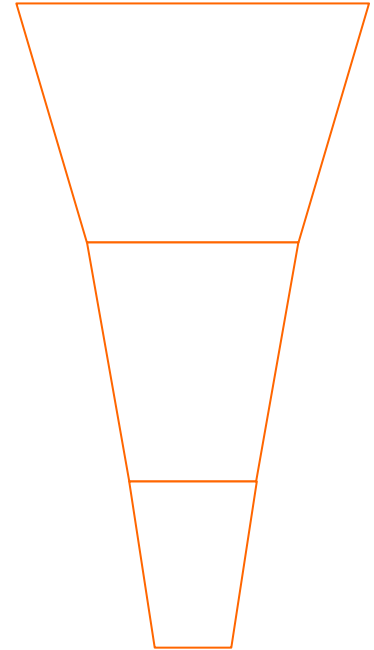
Choosing the Right Objective

Remember when I compared selecting your Facebook Ad Objective to a funnel?

Depending on where your customer is in the buying cycle and what your ads ultimate goal is, will help you decide which Facebook Campaign Objective to select.

Are you building awareness? Are you looking for customers seeking further information on your products/services? Are you converting interested people to buy your product/service?

Let's look at some example scenarios...



Choosing the Right Objective

GOAL = INCREASE AWARENESS OF YOUR BRAND

EXAMPLE AD OBJECTIVES TO TEST:

- **Reach Objective:** Show your ad to people who are near your local business.
- **Brand Awareness Objective:** Show your ad to a broad audience of relevant people to introduce them to your brand.
- **Engagement Objective:** Boost your Facebook posts to reach as many relevant people as possible and increase engagement.

Choosing the Right Objective

GOAL = FIND CUSTOMERS

EXAMPLE AD OBJECTIVES TO TEST:

- **Traffic Objective:** Increase website traffic, while growing Custom Audiences for future retargeting ads.
- **Lead Generation Objective:** Collect info from people (email, phone, etc.) so you can sell to them via email, phone, or retargeting Custom Audiences in future ad campaigns.
- **Engagement Objective:** Promote your event and increase attendees (potential future customers).
- **Messages Objective:** Start conversations with potential customers.

Choosing the Right Objective

GOAL = INCREASE SALES

EXAMPLE AD OBJECTIVES TO TEST:

- **Engagement Objective:** Create posts with an offer, coupon, discount, etc. Increase engagement of these Facebook page posts.
- **App Installs Objective:** Increase installs of your mobile app.
- **Conversions Objective:** Increase website conversions (sales, signups, etc.) by retargeting warm audiences (users that have interacted with your website or ad in the past) and close the sale. For example, promote an expiring coupon code that will create a sense of urgency for a warm audience to make a purchase.
- **Messages Objective:** Connect with customers, answer questions, and drive them from interest to purchase.

Campaign Objective:
First 3 Steps Every Time

#1 - Select the Campaign Objective

The image shows the Facebook Ads Manager interface. A modal dialog box titled 'Create New Campaign' is open, prompting the user to 'Choose a Campaign Objective'. The dialog has two tabs: 'Create New Campaign' (selected) and 'Use Existing Campaign'. Below the title, there is a 'Learn More' link. The objectives are categorized into three groups: Awareness, Consideration, and Conversion. Each group contains several radio button options. The 'Continue' button is highlighted in blue.

Campaigns CE Clients (111087379925797... ▾

Updated just now ↻ Discard Drafts **Review and Publish (3)** ...

Search ▾ Filters ▾ + Add filters to narrow the data you are seeing.

Lifetime: Mar 19, 2020 – Aug 12, 2020 ▾

Campaigns Ad Sets Ads

+ Create Duplicate ▾ Edit ▾ A/B Test

View Setup Columns: Performance ▾ Breakdown ▾ Reports ▾

	Campaign Name ▾	Delivery	Impressions	Cost per Result	Amount Spent	Ends
☐	New Campaign	In Draft	—	—	—	Ongoing
☐	Traffic Test	Off	3,392	\$0.41 Per Link Click	\$27.68	Ongoing
☐	Message-WBF	Off	7,701	\$2.06 Per Messaging C...	\$35.10	Ongoing
☐	ENG - WBF	Off	310	\$0.13 Per Post Engage...	\$3.15	Ongoing
☐	Eng-WBF	Off	2,486	\$0.16 Per Post Engage...	\$43.61	Ongoing
☐	Reach-WBF	Off	—	— Per 1,000 People...	—	Ongoing
> Results from 6 campaigns ⓘ			13,889 Total	—	\$109.54 Total Spent	

Create New Campaign Use Existing Campaign

Choose a Campaign Objective
[Learn More](#)

Awareness

- ☐ Brand awareness
- ☐ Reach

Consideration

- ☐ Traffic
- ☐ Engagement
- ☐ App installs
- ☐ Video views
- ☐ Lead generation
- ☐ Messages

Conversion

- ☐ Conversions
- ☐ Catalog sales
- ☐ Store traffic

Cancel Continue

Once you select your Campaign Objective, click the “Continue” button.

Create New Campaign

Use Existing Campaign

×

Buying Type

Auction

▼

Choose a Campaign Objective

[Learn More](#)

Awareness

☐ Brand awareness

☐ Reach

Consideration

☒ Traffic

☐ Engagement

☐ App installs

☐ Video views

☐ Lead generation

☐ Messages

Conversion

☐ Conversions

☐ Catalog sales

☐ Store traffic



Traffic

Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)

Name Your Campaign • Optional

▼

Continue

Ads				
	View Setup	Columns: Custom	Breakdown	Reports
Per Ad	Amount Spent	Ends	Frequency	Unique Link Clicks
—	\$27.19	Ongoing	1.96	6
57	\$568.46	Ongoing	1.38	826
93	\$982.36	Ongoing	8.73	244
—	\$125.20	Ongoing	1.15	50
16	\$118.48	Ongoing	1.49	62
95	\$117.89	Ongoing	2.01	32
—	\$4.49	Ongoing	1.00	1
32	\$155.24	Ongoing	1.25	6
—	\$56.49	Ongoing	1.10	4
28	\$142.81	Ongoing	1.38	24
59	\$103.47	Ongoing	1.40	17
—	\$42.23	Ongoing	1.31	4
—	\$38.24	Ongoing	1.10	2
—	\$17,958.98 Total Spent		1.81 Per Person	32,640 Total

#2 - Name the Campaign

Notice each level in the left sidebar you can toggle between to edit (BLUE HIGHLIGHT = what you are currently editing):

- Campaign
- Ad Set
- Ad

Campaign Name

New Campaign

Special Ad Categories

You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#)

Off

Campaign Details

Buying Type

Auction

Campaign Objective

Awareness

Consideration

Conversion

☐ Brand awareness

☒ Traffic

☐ Conversions

☐ Reach

☐ Engagement

☐ App installs

☐ Catalog sales

☐ Video views

☐ Lead generation

☐ Store traffic

☐ Messages

Traffic

Send people to a destination, like a website, app, Facebook event or

#2 - Name the Campaign

Name your
Campaign.

New Campaign > 1 Ad Set > 1 Ad

Edit Review

Campaign Name

New Campaign

Special Ad Categories

You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#)

Off

Campaign Details

Buying Type

Auction

Campaign Objective

Awareness

- ☐ Brand awareness
☐ Reach

Consideration

- ☒ Traffic
☐ Engagement
☐ App installs
☐ Video views
☐ Lead generation
☐ Messages

Conversion

- ☐ Conversions
☐ Catalog sales
☐ Store traffic



Traffic

Send people to a destination, like a website, app, Facebook event or

In Draft

Name the Campaign

Name your campaign for easy identification in future report analysis.

EXAMPLE: I have created a Coursenvy.com Traffic campaign objective, targeting men ages 18-30, living in the United States of America.

CAMPAIGN TITLE = CE-Traffic-men1830-USA

Confirm the
Buying Type is set
to "Auction".



New Campaign > 1 Ad Set > 1 Ad

[Edit](#) [Review](#)

Campaign Name
New Campaign 

Special Ad Categories Off 
You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#)

Campaign Details

Buying Type
Auction 

Campaign Objective

Awareness	Consideration	Conversion
☐ Brand awareness	☒ Traffic	☐ Conversions
☐ Reach	☐ Engagement	☐ Catalog sales
	☐ App installs	☐ Store traffic
	☐ Video views	
	☐ Lead generation	
	☐ Messages	


Traffic
Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)

[Show More Options](#)

[Close](#) [Next](#)

Confirm the
Campaign
Objective you
selected.

Scroll down.

New Campaign > 1 Ad Set > 1 Ad

[Edit](#) [Review](#)

Campaign Name
New Campaign 

Special Ad Categories Off 
You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#)

Campaign Details

Buying Type
Auction 

Campaign Objective

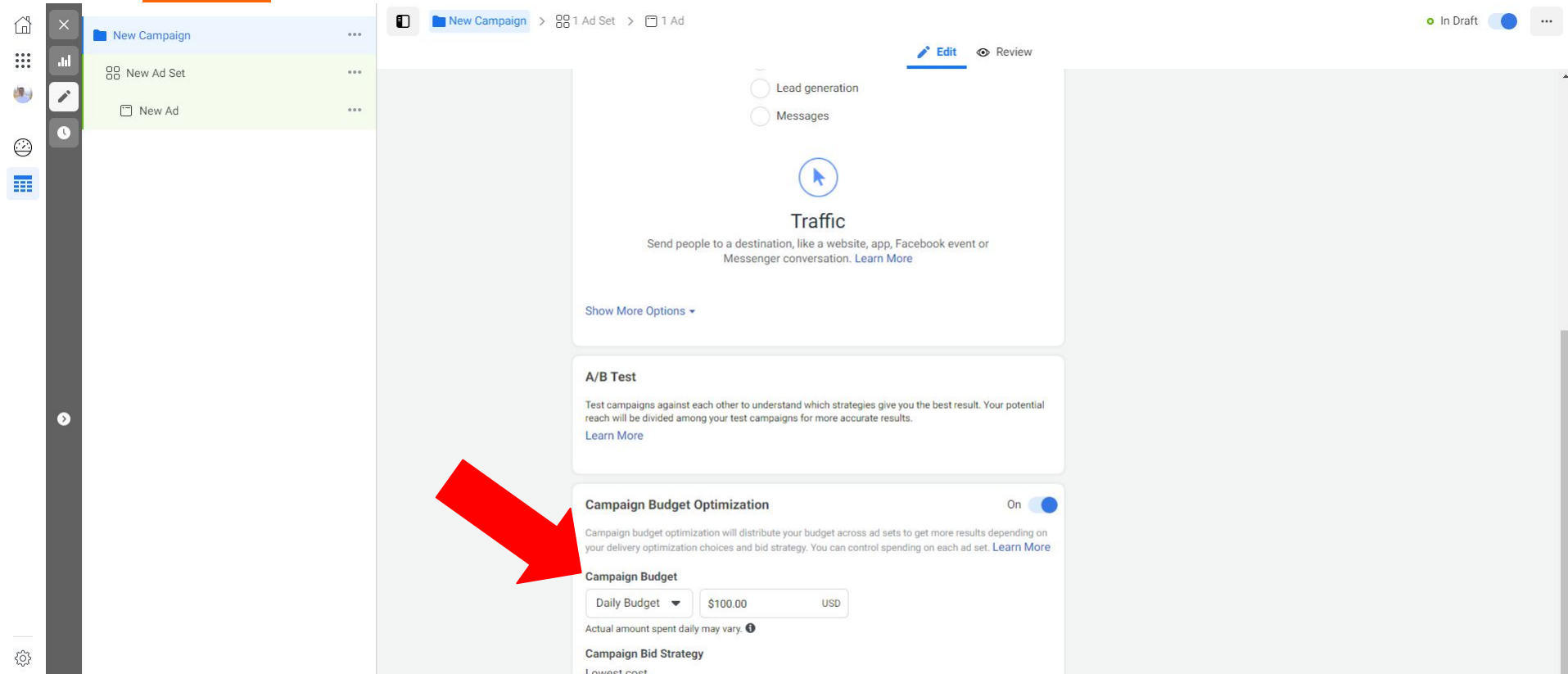
Awareness	Consideration	Conversion
☐ Brand awareness	☒ Traffic	☐ Conversions
☐ Reach	☐ Engagement	☐ Catalog sales
	☐ App installs	☐ Store traffic
	☐ Video views	
	☐ Lead generation	
	☐ Messages	


Traffic
Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)

[Show More Options](#)

[Close](#) [Next](#)

#3 - Set the Campaign Budget



The image shows the Facebook Ads Manager interface. On the left is a sidebar with navigation icons. The main area displays a breadcrumb trail: "New Campaign" > "1 Ad Set" > "1 Ad". Below this, there are three steps: "New Campaign" (highlighted in blue), "New Ad Set" (highlighted in green), and "New Ad" (highlighted in light green). The "New Campaign" step is expanded, showing options for "Lead generation" and "Messages". Below these is a "Traffic" section with a cursor icon and the text "Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)". A "Show More Options" link is also present. The "A/B Test" section follows, explaining that it tests campaigns against each other. The "Campaign Budget Optimization" section is highlighted with a red arrow and shows a toggle switch set to "On". Below this, the "Campaign Budget" section shows a "Daily Budget" dropdown set to "\$100.00" and "USD". The "Campaign Bid Strategy" section is partially visible at the bottom.

New Campaign > 1 Ad Set > 1 Ad

[Edit](#) [Review](#)

☐ Lead generation

☐ Messages



Traffic

Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)

[Show More Options](#)

A/B Test

Test campaigns against each other to understand which strategies give you the best result. Your potential reach will be divided among your test campaigns for more accurate results. [Learn More](#)

Campaign Budget Optimization On

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

Campaign Budget

Daily Budget USD

Actual amount spent daily may vary. ⓘ

Campaign Bid Strategy

Lowest cost

Campaign Budget Optimization

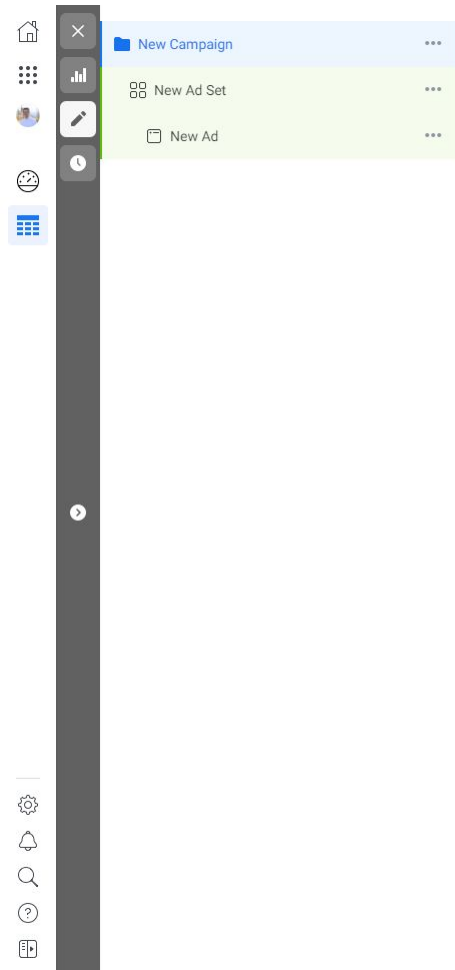
Campaign Budget Optimization distributes your budget across ads to get you more results:

<https://www.facebook.com/business/help/153514848493595>

With Campaign Budget Optimization you set the overall **daily** or **lifetime budget** for the campaign you create.

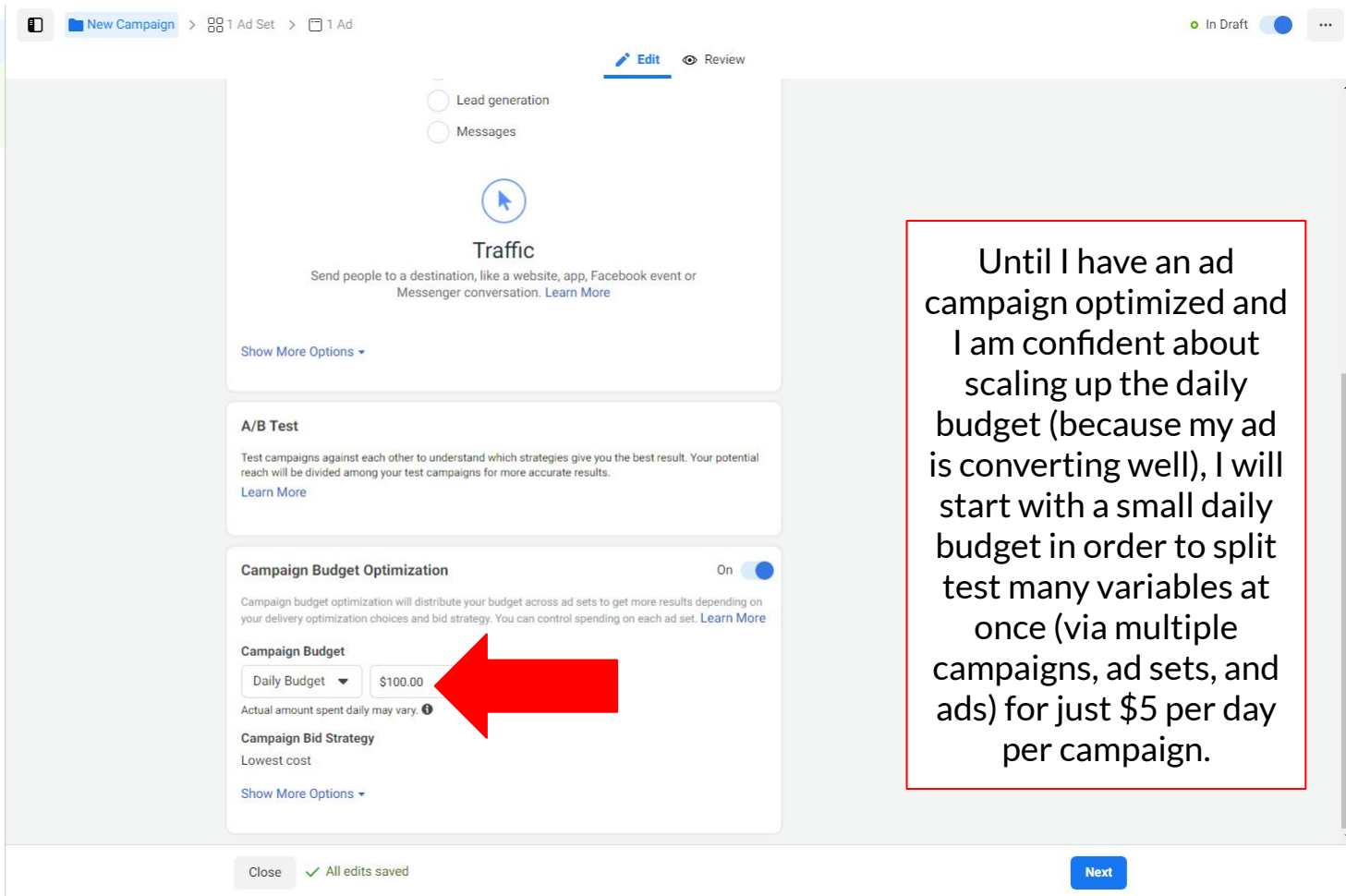
EXAMPLE: If you create multiple ADS or AD SETS within a campaign (common when split testing variables), **Campaign Budget Optimization** will optimally distribute your budget to all those ad sets.

This means Facebook **automatically** optimizes for the best results and distributes your campaign budget in real time to achieve those results!



The sidebar contains the following navigation items from top to bottom:

- Home icon
- Close icon (X)
- New Campaign (blue folder icon)
- New Ad Set (green folder icon)
- New Ad (green document icon)
- Analytics icon (bar chart)
- Ad Preview icon (magnifying glass)
- Calendar icon
- Help icon (question mark)
- Account icon (person)
- Settings icon (gear)
- Notifications icon (bell)
- Search icon (magnifying glass)
- Help icon (question mark)
- Account icon (person)



The main setup screen for a new campaign. At the top, there is a breadcrumb trail: **New Campaign** > 1 Ad Set > 1 Ad. On the right, there are tabs for **Edit** (active) and **Review**, and a status indicator **In Draft**.

The primary objective is **Traffic**, with the description: "Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)". There is a "Show More Options" link.

Below this is the **A/B Test** section, which explains that it tests campaigns against each other to understand which strategies give the best result. It includes a "Learn More" link.

The **Campaign Budget Optimization** section is currently **On**. It states: "Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)".

Under "Campaign Budget", the **Daily Budget** is set to **\$100.00**. A large red arrow points to this value. A note below says: "Actual amount spent daily may vary.".

The **Campaign Bid Strategy** is set to **Lowest cost**. There is a "Show More Options" link.

At the bottom, there is a "Close" button, a status "All edits saved" with a green checkmark, and a blue **Next** button.

Until I have an ad campaign optimized and I am confident about scaling up the daily budget (because my ad is converting well), I will start with a small daily budget in order to split test many variables at once (via multiple campaigns, ad sets, and ads) for just \$5 per day per campaign.

I see the best results from
“Lowest cost” for
the Campaign Bid Strategy.

New Campaign > 1 Ad Set > 1 Ad

In Draft

Edit Review

Lead generation

Messages



Traffic

Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)

[Show More Options](#)

A/B Test

Test campaigns against each other to understand which strategies give you the best result. Your potential reach will be divided among your test campaigns for more accurate results.

[Learn More](#)

Campaign Budget Optimization

On

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

Campaign Budget

Daily Budget

\$100.00

USD

Actual amount spent daily may vary

Campaign Bid Strategy

Lowest cost

[Show More Options](#)

Close All edits saved

Next

What Should Your Budget Be?

I always advise split testing many ad campaigns (one variable per campaign) at \$5-\$10 daily budget per campaign. As you begin to see winning campaigns emerge (i.e. you see a high ROMI or Return on Marketing Investment), shut off the losing ads and continue to split test the winning variables until you have an optimized and highly converting ad.

WINNING METRICS =

- Ad Relevance → Greater than 60% (i.e. **Average** to **Above Average**)
- Cost Per Click (CPC) → Less than \$1
- Click Through Rate (CTR) → Greater than 2%
- Cost Per Lead (CPL) → Less than \$10 (for most industries; this can be much higher depending on product or services price)
- Lead Capture Page Conversions → Greater than 10%

How to Scale Your Budget?

Once I have the winning variables identified and a highly converting ad running, then and only then will I slowly scale up the daily budget by 25% every 3-4 days or 50% once a week.

NEVER jump from a \$10 daily budget to \$50 in a day... Facebook will just burn through your ad spend budget! You want to slowly turn up the ad spend on winning campaigns.

EXAMPLE:

- \$10 week 1
- \$15 week 2
- \$22 week 3... and so on!

Access the Help Center menu at anytime in your Business Manager, by clicking the ? button in the bottom left corner.

Help Center

Help

Search Help Articles

Help Articles

Recommended articles to answer your Facebook advertising questions.

About daily budgets

Information on how flexible daily budgets work for Facebook ads.

About Lifetime Budgets

A lifetime budget is how much you're willing to spend over the entire runtime of your ad set.

About Bid Strategies

Bid strategies are our overall approach to spending budget and getting results.

[View 10 More Articles](#)

[Contact Support Team](#)

Additional Resources

Tools and resources to improve your advertising.

[Ads Manager Updates](#)
View feature releases, updates and announcements.

[Facebook Ads Guide](#)
Find creative specs and technical requirements for ads.

[Blueprint e-Learning](#)
Take free online courses to learn how to improve advertising.

[Advertising Policies](#)
Find policies and guidance on what types of ad content is allowed.

Have ideas to help us improve? [Leave Feedback](#)

[Help Center](#) · [Cookies](#) · [Privacy](#) · [Terms](#)
Facebook © 2020

Next

Close ✓ All edits saved

Campaign Budget Optimization

On ☒

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

Campaign Budget

Daily Budget USD

Actual amount spent daily may vary. ⓘ

Campaign Bid Strategy

Lowest cost

[Show More Options](#)

Traffic

Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)

[Show More Options](#)

A/B Test

Test campaigns against each other to understand which strategies give you the best result. Your potential reach will be divided among your test campaigns for more accurate results.

[Learn More](#)

New Campaign > 1 Ad Set > 1 Ad

☐ Lead generation

☐ Messages



<https://business.facebook.com/help>

Now we can move
on to editing the
next level, the AD
SET level.

New Campaign > 1 Ad Set > 1 Ad

In Draft

Edit Review

Lead generation

Messages



Traffic

Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)

[Show More Options](#)

A/B Test

Test campaigns against each other to understand which strategies give you the best result. Your potential reach will be divided among your test campaigns for more accurate results.

[Learn More](#)

Campaign Budget Optimization

On

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

Campaign Budget

Daily Budget

\$100.00

USD

Actual amount spent daily may vary.

Campaign Bid Strategy

Lowest cost

[Show More Options](#)

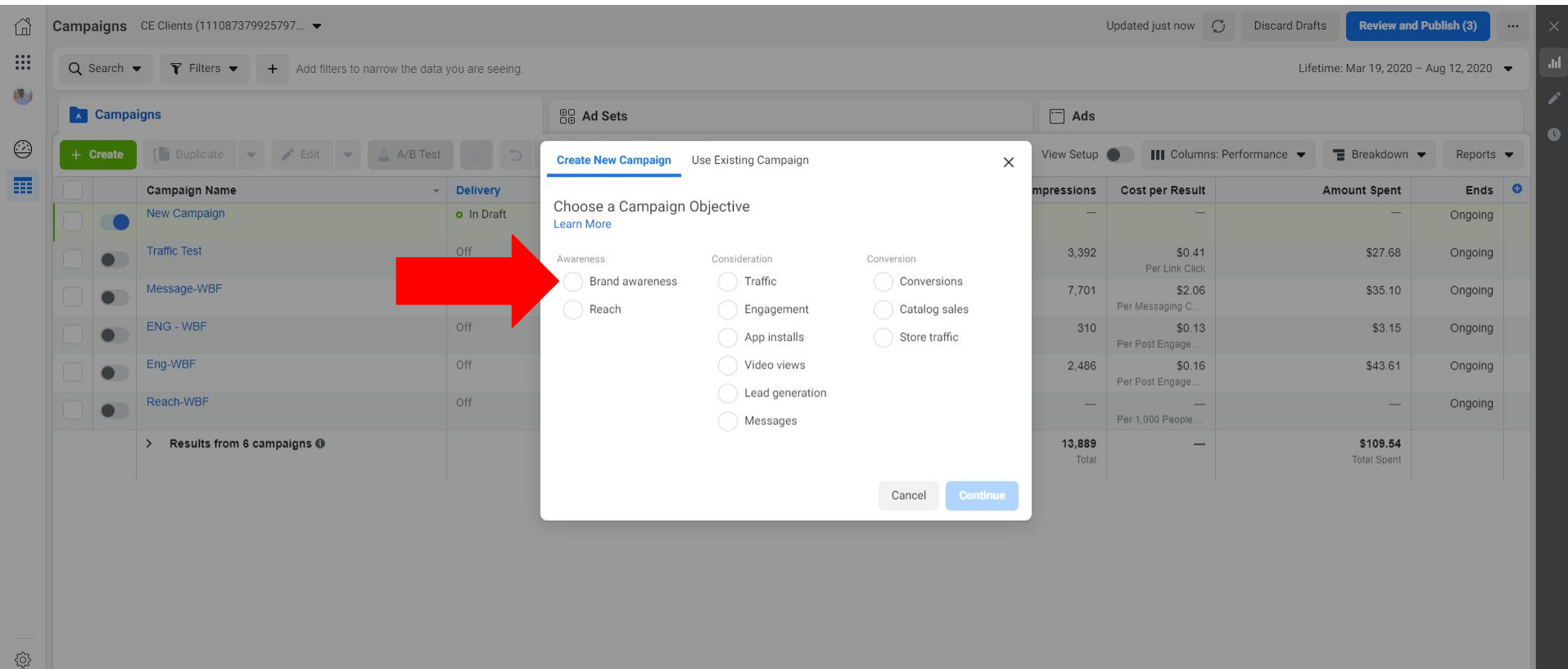
Close All edits saved

Next

How to Create Each Type of Facebook Campaign Step by Step

Brand Awareness

Campaign Objective - Brand Awareness



The screenshot displays the Facebook Ads Manager interface. A modal dialog titled 'Choose a Campaign Objective' is open, allowing the user to select a campaign objective. The dialog is divided into three columns: Awareness, Consideration, and Conversion. The 'Brand awareness' option under the Awareness column is selected, indicated by a red arrow. The background shows a list of campaigns and a table of performance metrics.

Campaigns CE Clients (11087379925797... ▾

Updated just now ↻ Discard Drafts **Review and Publish (3)** ...

Search ▾ Filters ▾ + Add filters to narrow the data you are seeing. Lifetime: Mar 19, 2020 – Aug 12, 2020 ▾

Campaigns Ad Sets Ads

+ Create Duplicate ▾ Edit ▾ A/B Test ↺

	Campaign Name ▾	Delivery
☐	New Campaign	In Draft
☐	Traffic Test	Off
☐	Message-WBF	Off
☐	ENG - WBF	Off
☐	Eng-WBF	Off
☐	Reach-WBF	Off

> Results from 6 campaigns ⓘ

Create New Campaign Use Existing Campaign

Choose a Campaign Objective [Learn More](#)

Awareness

- ☒ Brand awareness
- ☐ Reach

Consideration

- ☐ Traffic
- ☐ Engagement
- ☐ App installs
- ☐ Video views
- ☐ Lead generation
- ☐ Messages

Conversion

- ☐ Conversions
- ☐ Catalog sales
- ☐ Store traffic

Cancel Continue

Impressions	Cost per Result	Amount Spent	Ends
—	—	—	Ongoing
3,392	\$0.41 Per Link Click	\$27.68	Ongoing
7,701	\$2.06 Per Messaging C...	\$35.10	Ongoing
310	\$0.13 Per Post Engage...	\$3.15	Ongoing
2,486	\$0.16 Per Post Engage...	\$43.61	Ongoing
—	— Per 1,000 People...	—	Ongoing
13,889 Total	—	\$109.54 Total Spent	

Brand Awareness 101

When To Use: To increase awareness for your brand

What Platforms: Facebook, Instagram, Messenger

Which Ad Formats: Single Image, Single Video, Carousel, Slideshow

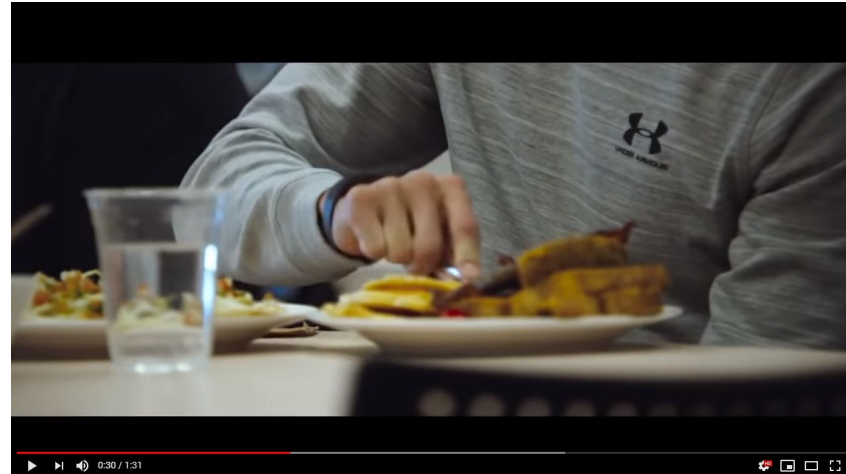
BEST PRACTICES: Brand Awareness

www.facebook.com/business/help/1629235777115312

- The only goal of this ad type is to increase **Brand Recall Lift** (number of people likely to remember your ads within two days) and emotionally resonate with your target customer. **DO NOT TRY TO SELL...** this is an AWARENESS ad only!
- Think of this objective as a “touch point”. A customer needs on average **7 touch points** (visually seeing your brand) before remembering and purchasing from your business. Use this ad objective as your “introduction” or ongoing “remember me” ad.
- When I teach clients about Brand Awareness, I use the comparison on Coca Cola. You don’t see “Coca Cola on sale!” ads... you see Brand Awareness ads for Coca Cola everywhere so the next time you are thirsty, the 7 touch points (or 700 for Coca Cola) will subliminally remind you to buy a Coke!

BEST PRACTICES: Brand Awareness

- This video is a prime example of Brand Awareness: <https://youtu.be/mDQDTPWNcQ0>
- Subtle uses of the Under Armour products in the video make the audience associate talent and skill to that brand!
- This objective is best for promoting your emotion provoking videos/stories connected to your brand.
- If your brand doesn't have a story or logo that will resonate yet, the next best thing is to promote XYZ (pillar blog post, service, trial, newsletter, ebook, webinar, etc.) for FREE so people can learn more about your brand.



Make sure you have
clicked the AD SET
level to edit your
TARGETING.

New Campaign > **New Ad Set** > 1 Ad

Ad Set Name
New Ad Set

Dynamic Creative Off
Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Budget & Schedule
Start Date
Aug 11, 2020 1:20 PM
Pacific Time
End - Optional
☐ Set an end date
[Show More Options](#)

Audience
Create New Audience Use Saved Audience
Custom Audiences [Create New](#)
Search existing audiences
Exclude
Locations
Location - Living In:
United States

Audience Definition
Your audience selection is fairly broad.
Potential Reach: 72,000,000 people

Estimated Daily Results
Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Close ✓ All edits saved

Back Next

Name your Ad Set to describe your exact targeting options.

This will make reviewing your ads performance and identifying the winning variables in your Facebook ads reporting much easier in the future.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Ad Set Name

New Ad Set

Dynamic Creative Off

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Budget & Schedule

Start Date

Aug 11, 2020 1:20 PM

Pacific Time

End - Optional

☐ Set an end date

[Show More Options](#)

Audience

[Create New Audience](#) Use Saved Audience

Custom Audiences [Create New](#)

Search existing audiences

Exclude

Locations

Location - Living In:

- United States

[Close](#) [All edits saved](#)

[Back](#) [Next](#)

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 72,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

It is on the AD SET level that we select our target audience for this campaign.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Ad Set Name

New Ad Set

Dynamic Creative Off

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Budget & Schedule

Start Date

Aug 11, 2020 1:20 PM

Pacific Time

End - Optional

☐ Set an end date

[Show More Options](#)

Audience

[Create New Audience](#) Use Saved Audience

Custom Audiences [Create New](#)

Search existing audiences

Exclude

Locations

Location - Living In:

- United States

[Close](#) [Next](#)

✓ All edits saved

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 72,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Keep your targeting BROAD with Brand Awareness ads. Remember, this is our first touch point with this potential customer.

We are in the discovery phase of identifying our perfect target audience.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Ad Set Name
New Ad Set

Dynamic Creative Off
Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Budget & Schedule
Start Date
Aug 11, 2020 1:20 PM
Pacific Time
End - Optional
☐ Set an end date
[Show More Options](#)

Audience
[Create New Audience](#) Use Saved Audience
Custom Audiences [Create New](#)
Search existing audiences
Exclude
Locations
Location - Living In:
United States

Audience Definition
Your audience selection is fairly broad.
Potential Reach: 72,000,000 people

Estimated Daily Results
Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

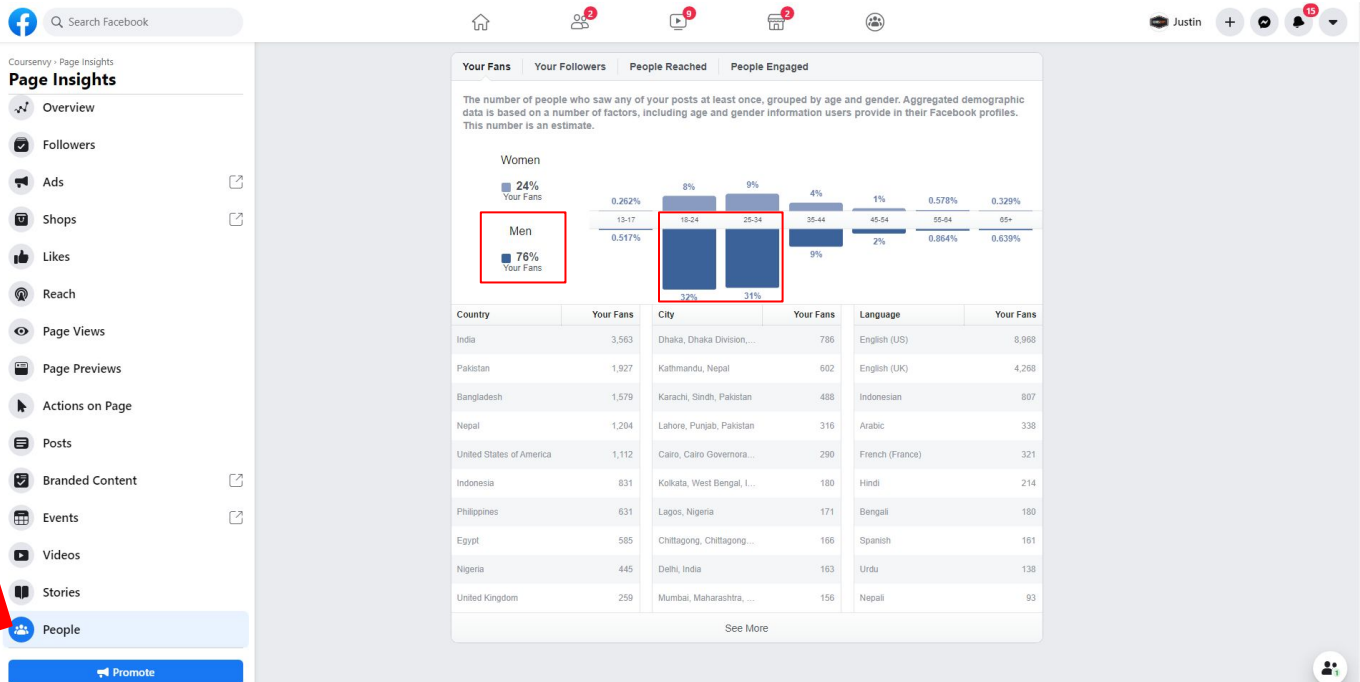
Close All edits saved

Back Next

Brand Awareness - Ad Set

www.facebook.com/PAGEUsername/insights

- To stay broad, I will just use my Facebook page → **Insights** page → **People** tab to see our page demographics. So for this Brand Awareness ad I will target Men only, ages 18-34, worldwide.



So based on my Facebook page Insights, I set the ad targeting for this top of funnel Brand Awareness ad.

EXAMPLE:
Worldwide, age
18-34, Men,
language English.

New Campaign > New Ad Set > 1 Ad

New Campaign

New Ad Set

New Ad

Locations

People living in this location

Worldwide

Worldwide

Include Search Locations Browse



Add Locations in Bulk

Age

18 34

Gender

Men

Detailed Targeting

Include people who match

Add demographics, interests or behaviors Suggestions Browse

Exclude

Languages

English (All)

Close

All edits saved

In Draft

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 440,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Back

Next



Coursenvy®

www.Coursenvy.com

If you want to exclude people who already like your Facebook Page, you can via the **Connections** option on the Ad Set level.

Facebook Ads Manager interface showing the Ad Set configuration for a New Campaign.

Navigation: New Campaign > New Ad Set > 1 Ad

Buttons: Edit, Review

Map: World map showing the selected location (Europe) with a "Drop Pin" button.

Targeting Options:

- Age:** 18 - 34
- Gender:** Men
- Detailed Targeting:** Include people who match ⓘ
 - Search: Add demographics, interests or behaviors (Suggestions, Browse)
 - Exclude
- Languages:** English (All) (Search Languages)
- Hide Options** ▲
- Connections:** Exclude people who like your Page (▼)
 - Coursenvy (X)
 - Search: Add another Page

Audience Definition: Your audience selection is fairly broad. Potential Reach: 440,000,000 people ⓘ

Estimated Daily Results: Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Footer: Close, ✓ All edits saved, Back, Next

Connections

- Another great Connection targeting I like to test, is “Friends of people who like your Page/App”.
- Perfect for Engagement > Page Like Campaign Objectives



> New Ad Set > 1 Ad

Edit Review

Drop Pin

Add Locations in Bulk

Age

18 34

Gender

Men

Detailed Targeting

Include people who match

None

Facebook Pages

People who like your Page

Friends of people who like your Page

Exclude people who like your Page

Apps

People who used your app

Friends of people who used your app

Exclude people who like your Page

Coursenvy

Add another Page

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 440,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Close All edits saved Back Next

Placement

Depending on your Campaign Objective, you can select what device and what platform your ad will appear on, via Manual Placements. You will edit this on the AD SET level.

- Facebook
- Instagram
- Audience Network
- Messenger

Placements [Learn More](#)

☐ Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☒ Manual Placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Devices
All devices

Platforms

☒ Facebook	☒ Instagram
☐ Audience Network	☐ Messenger

Placements

Feeds ☒
Get high visibility for your business with ads in feeds

Facebook News Feed	☒
Instagram Feed	☒
Facebook Marketplace	☒
Facebook Video Feeds	☒
Facebook Right Column	☐
Instagram Explore	☒
Messenger Inbox	☐

Stories ☐
Tell a rich, visual story with immersive, fullscreen vertical ads.

Audience Definition

Your audience selection is fairly broad.

Facebook News Feed

We recommend square (1:1) images

Unless you only want to target a certain device or platform (i.e. Instagram or mobile only) leave the Placements selection as "Automatic Placements" as we see the best results from Facebook auto optimizing each campaign for the best placement.

Close ✓ All edits saved Back Next

Placements

Facebook calls the different places they can show your ads "Placements".

Removing placements will reduce the number of people your ad reaches.

Automatic Placement is recommended because this gives Facebook more flexibility to get you not only more results, but better results as it self-optimizes your Placements.

New Campaign > New Ad Set > 1 Ad

Edit Review

Placements [Learn More](#)

☐ Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☒ Manual Placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Devices
All devices

Platforms

☒ Facebook ☒ Instagram
☐ Audience Network ☐ Messenger

Placements

Feeds ☒

Get high visibility for your business with ads in feeds

- Facebook News Feed ☒
- Instagram Feed ☒
- Facebook Marketplace ☒
- Facebook Video Feeds ☒
- Facebook Right Column ☐
- Instagram Explore ☒
- Messenger Inbox ☐

Stories ☐

Tell a rich, visual story with immersive, fullscreen vertical ads.



Facebook News Feed

We recommend square (1:1) images

Audience Definition

Specific Broad

Potential Reach: 440,000

Estimated Daily Results

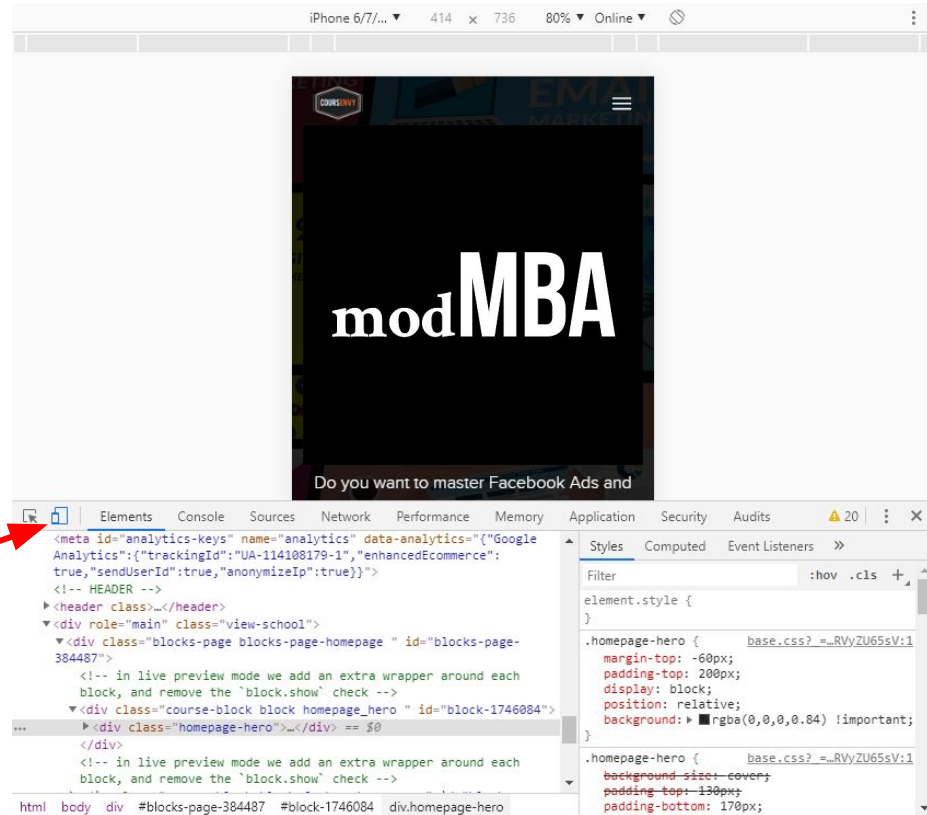
Estimated daily results are based on your target audience and budget options.

Close ☒ All edits saved

Mobile Test Your Website

PRO TIP: Make sure your website is responsive and mobile friendly for Facebook ads!

- Open your website or Facebook ad landing page URL in Google Chrome browser.
- Right click anywhere on the page.
- Select Inspect in the menu.
- Click the Desktop/Mobile view toggle button.
- Scroll and review your website to ensure it looks good on mobile.



Leave the
**Optimization &
Delivery** section
as the default.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Exclude people who like your Page

Coursenvy

Q Add another Page

Save This Audience

Placements [Learn More](#)

☒ Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☐ Manual Placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Optimization & Delivery

Optimization for Ad Delivery
Ad Recall Lift

Cost Control
\$X.XX
Facebook will aim to the most ad recall lift and spend your entire budget.

[Hide Options](#) ▲

When You Get Charged
Impression

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 440,000,000 people ⓘ

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

[Close](#) ✓ All edits saved [Back](#) [Next](#)

On the Ad level,
name your Ad to
describe your exact
ad identity, media,
call to action, text
and links.

Again, this will make
reviewing your ads
performance and
identifying the
winning variables in
your Facebook ads
reporting much
easier in the future.

New Campaign > New Ad Set > New Ad

New Campaign

New Ad Set

New Ad

Ad Name

New Ad

Identity

Facebook Page

Coursenvy

Instagram Account

coursenvy

Ad Setup

Create Ad

Format

Choose how you'd like to structure your ad.

Single Image or Video

One image or video, or a slideshow with multiple images

Carousel

2 or more scrollable images or videos

Fullscreen Mobile Experience

Add an Instant Experience

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Preview On

12 Placements

Facebook Feeds

Coursenvy added a new photo. Sponsored

Feeds

Stories

In-Stream

Ad rendering and interaction may vary based on device, format and other factors.

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

Close

All edits saved

Back

Publish

www.Coursenvy.com

Select the Facebook Page and Instagram Account to appear as this ads Identity.

New Campaign > New Ad Set > New Ad

In Draft

Edit Review

Ad Name

New Ad

Identity

Facebook Page

Coursenvy

Instagram Account

coursenvy

Ad Setup

Create Ad

Format

Choose how you'd like to structure your ad.



Single Image or Video

One image or video, or a slideshow with multiple images



Carousel

2 or more scrollable images or videos

Fullscreen Mobile Experience



Add an Instant Experience

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

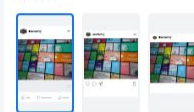
Preview On

12 Placements



Facebook Feeds

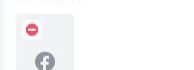
Feeds



Stories



In-Stream



Ad rendering and interaction may vary based on device, format and other factors. [i](#)

By clicking the "Publish" button, you agree to Facebook's [Terms](#) and [Advertising Guidelines](#).

Close All edits saved

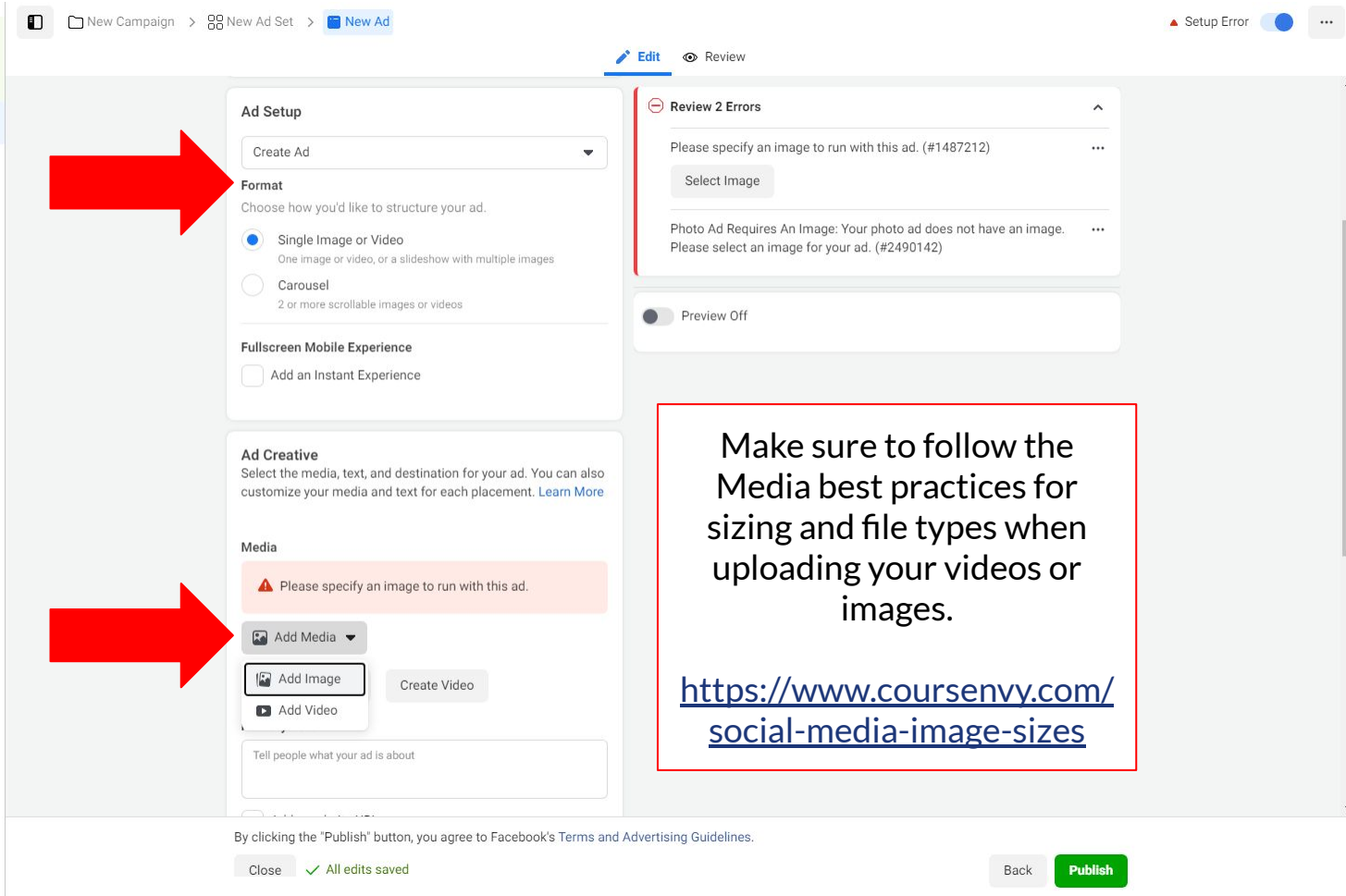
Back

Publish

I get the best return from video ads. Remember the “Under Armour” example.

If you don’t have a video, start with an image ad.

Select “Single Image or Video” under the Format section of the Ad.



The screenshot shows the Facebook Ads creation process. At the top, the navigation bar includes 'New Campaign', 'New Ad Set', and 'New Ad'. The 'Ad Setup' section has a 'Create Ad' dropdown and a 'Format' section where 'Single Image or Video' is selected. A red arrow points to this selection. Below the format section, the 'Fullscreen Mobile Experience' option is unchecked. The 'Ad Creative' section has a 'Media' subsection with a warning: 'Please specify an image to run with this ad.' Below this, the 'Add Media' dropdown is open, showing 'Add Image' and 'Add Video' options. A red arrow points to the 'Add Image' option. To the right, the 'Review 2 Errors' section lists two errors: 'Please specify an image to run with this ad. (#1487212)' and 'Photo Ad Requires An Image: Your photo ad does not have an image. Please select an image for your ad. (#2490142)'. A 'Preview Off' toggle is also visible. At the bottom, there is a 'Close' button, a green checkmark indicating 'All edits saved', and a green 'Publish' button.

Ad Setup

Create Ad

Format

Choose how you'd like to structure your ad.

☒ Single Image or Video
One image or video, or a slideshow with multiple images

☐ Carousel
2 or more scrollable images or videos

Fullscreen Mobile Experience

☐ Add an Instant Experience

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media

Please specify an image to run with this ad.

Add Media

Add Image

Add Video

Create Video

Tell people what your ad is about

Review 2 Errors

Please specify an image to run with this ad. (#1487212)

Select Image

Photo Ad Requires An Image: Your photo ad does not have an image. Please select an image for your ad. (#2490142)

Preview Off

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

Close All edits saved

Back Publish

Make sure to follow the Media best practices for sizing and file types when uploading your videos or images.

<https://www.coursenvy.com/social-media-image-sizes>

Then you can toggle between ad **Placements** to see how your ad looks in every view (Facebook newsfeed, Stories, Instagram, etc.)

New Campaign > New Ad Set > New Ad

In Draft

Edit Review

Preview On

12 Placements

Instagram Feed

Feeds

Stories

In-Stream

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media

Clear All

5 placements are using this image

untitled 2048 x 1556

Edit Turn into Video

3 placements are using this image

untitled 876 x 1556

Edit Turn into Video

2 placements are using this image

untitled 2048 x 1072

Edit Turn into Video

Edit Placement

Select a placement to edit

Primary Text

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Back Publish

The goal with Brand Awareness is to cast a LARGE net and begin building your Custom Audiences with people who resonate with your ad (i.e. a WARM audience).

For example, an audience of users who click your website URL call to action button. So make sure to add a website URL and to turn on your Facebook Pixel so you can build your Custom Audiences for future retargeting ads.

New Campaign > New Ad Set > New Ad

If you add a website URL, people who click or tap on your ad will go to your website. If you don't, they'll go to your Facebook Page or Instagram account.

Headline · Optional

This is your headline!

Description · Optional

This is your description!

Website URL

coursenvy.com

Preview URL

Build a URL Parameter

Display Link · Optional

Enter the link you want to show on your ad

Call to Action

Download

Languages

Add your own translations or automatically translate your ad to reach people in more languages. [Learn More](#)

Add Languages

Tracking

Conversion Tracking

☒ Facebook Pixel

By clicking the "Publish" button, you agree to Facebook's [Terms](#) and [Advertising Guidelines](#).

Close All edits saved

Edit Review

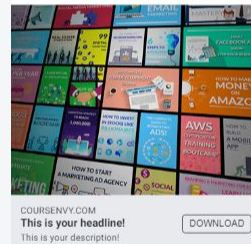
Preview On

12 Placements

Facebook Feeds

Coursenvy Sponsored

This is your ad copy!



COURSENVY.COM

This is your headline!

This is your description!

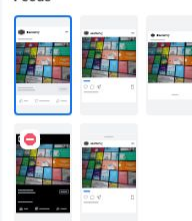
DOWNLOAD

Like

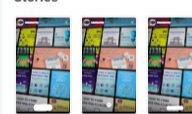
Comment

Share

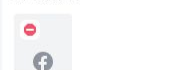
Feeds



Stories



In-Stream



Ad rendering and interaction may vary based on device, format and other factors. ⓘ

Back

Publish

PRO TIP:

A great variable to split test on any type of campaign is the Call to Action button text.

New Campaign > New Ad Set > New Ad

Primary Text

This is your ad copy!



Add a website URL

If you add a website URL, people who click or tap on your ad will go to your website. If you don't, they'll go to your Facebook Page or Instagram account.

Headline · Optional

This is your headline!

Description · Optional

This is your description!

Website URL

coursenvy.com

Preview URL

Build a URL Parameter

Display Link · Optional

Enter the link you want to show on your ad

Call to Action

Download

Languages

Add your own translations or automatically translate your ad to reach people in more languages. [Learn More](#)

Add Languages

Edit Review

Preview On

12 Placements

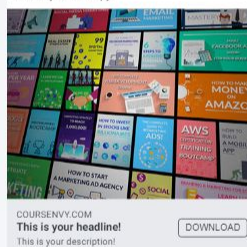
Facebook Feeds



Coursevny

Sponsored

This is your ad copy!



COURSEVNY.COM

This is your headline!

This is your description!

DOWNLOAD



Like

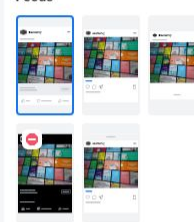


Comment



Share

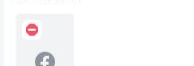
Feeds



Stories



In-Stream



Ad rendering and interaction may vary based on device, format and other factors. [i](#)

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

Close

✓ All edits saved

Back

Publish

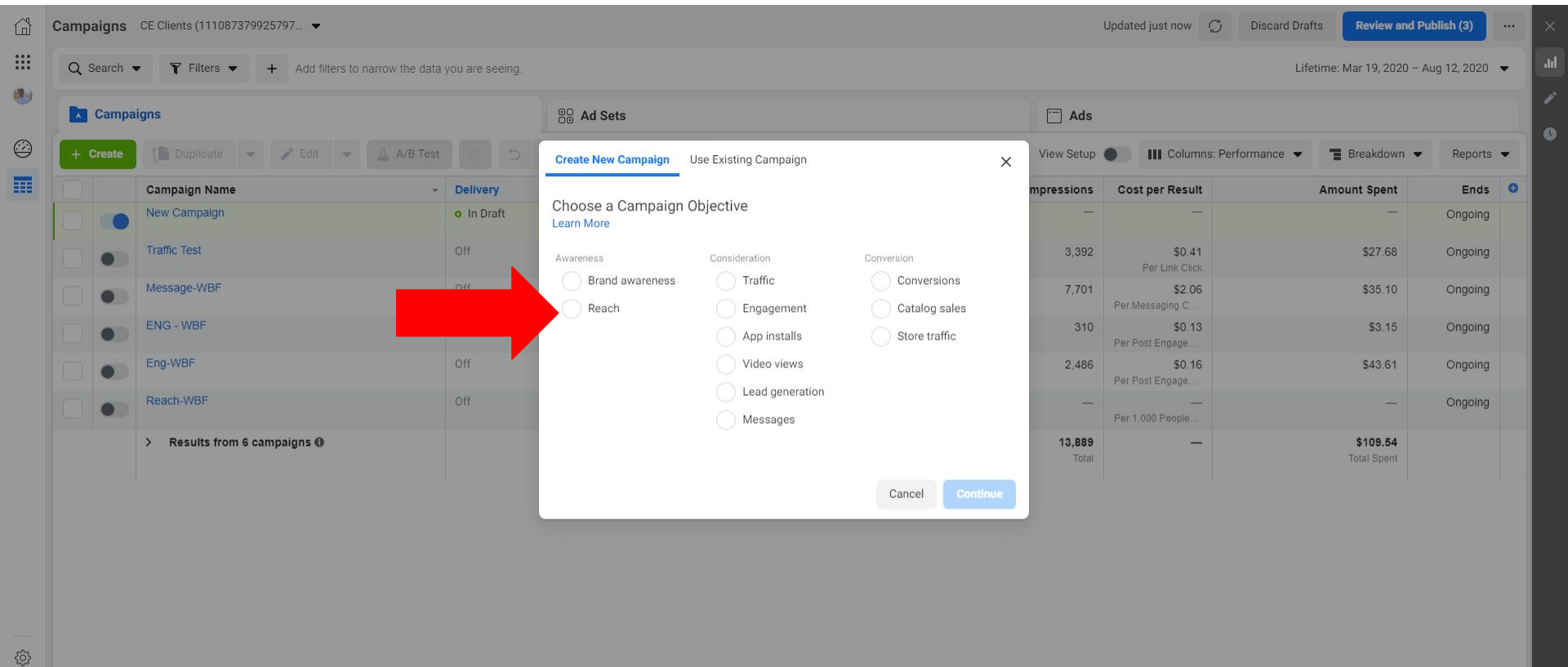


Coursevny®

www.Coursevny.com

Reach

Campaign Objective - Reach



The screenshot displays the Facebook Ads Manager interface. A modal dialog titled "Choose a Campaign Objective" is open, allowing selection from three categories: Awareness, Consideration, and Conversion. The "Reach" option is selected under the Awareness category. A large red arrow points to this selection. The background shows a list of campaigns and a performance table.

Campaigns CE Clients (111087379925797... ▾

Updated just now ↻ Discard Drafts **Review and Publish (3)** ...

Search ▾ Filters ▾ + Add filters to narrow the data you are seeing.

Lifetime: Mar 19, 2020 – Aug 12, 2020 ▾

Campaigns Ad Sets Ads

+ Create Duplicate ▾ Edit ▾ A/B Test

	Campaign Name ▾	Delivery
☐	New Campaign	In Draft
☐	Traffic Test	Off
☐	Message-WBF	Off
☐	ENG - WBF	Off
☐	Eng-WBF	Off
☐	Reach-WBF	Off

> Results from 6 campaigns ⓘ

Create New Campaign Use Existing Campaign

Choose a Campaign Objective [Learn More](#)

Awareness

☒ Brand awareness

☒ Reach

Consideration

☐ Traffic

☐ Engagement

☐ App installs

☐ Video views

☐ Lead generation

☐ Messages

Conversion

☐ Conversions

☐ Catalog sales

☐ Store traffic

Cancel Continue

Impressions	Cost per Result	Amount Spent	Ends
—	—	—	Ongoing
3,392	\$0.41 Per Link Click	\$27.68	Ongoing
7,701	\$2.06 Per Messaging C...	\$35.10	Ongoing
310	\$0.13 Per Post Engage...	\$3.15	Ongoing
2,486	\$0.16 Per Post Engage...	\$43.61	Ongoing
—	— Per 1,000 People...	—	Ongoing
13,889 Total	—	\$109.54 Total Spent	

Reach 101

When To Use: To show your ad to the maximum number of people in your audience

What Platforms: Facebook, Instagram, Messenger

Which Ad Formats: Single Image, Single Video, Carousel, Slideshow

Reach Objective Examples

Use Reach campaigns to promote your business to a highly targeted group that you want to **ensure** all see your ad.

EXAMPLE:

- Targeting everyone driving distance from your store.
- Targeting a warm custom audience list of past customers that you want to reach ENTIRELY with an ad.
- Retargeting people who have abandoned their carts on your website.

On the AD SET level, select your Facebook page to link with your Reach campaign.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Ad Set Name

New Ad Set

Page
Choose the Facebook Page you want to promote.

Facebook Page

Coursenvy

Dynamic Creative Off
Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Budget & Schedule

Start Date

Aug 11, 2020 1:20 PM
Pacific Time

End - Optional

☐ Set an end date

[Show More Options](#)

Audience

[Create New Audience](#) Use Saved Audience

Custom Audiences [Create New](#)

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 460,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Close ✓ All edits saved

[Back](#) [Next](#)

Reach ads are perfect for
REACHING everyone near your
store!

EXAMPLE:

For my dentist clients, I will
select “People who live in this
location” so I don’t target any
users just visiting this city.

PRO TIP:

“Locations” is a great area to split
test to see if travelers versus
people living in your city engage
with your offering differently.

Audience

Create New Audience Use Saved Audience ▼

Custom Audiences Create New ▼

Search existing audiences

Exclude

Locations

People living in this location ▼

United States

Huntington Beach, California + 10mi ▼

Include Search Locations Browse

Map showing locations in Southern California (Santa Barbara, Lancaster, Victorville, Pasadena, San Bernardino, Los Angeles, Irvine, Palm Springs, Oceanside, San Diego).

Add Locations in Bulk

Age 18 34

Gender Male

Close ✓ All edits saved

Audience Definition

Your audience is defined.

Potential Reach: 210,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Then I will select my local
businesses target address or city
with a radius of how far you know
your customers will commute to
you.

EXAMPLE:

This client has multiple dog
daycares in Huntington Beach, CA
so I will do a 10 mile radius for the
entire city.

Then I will select my audience targeting. I want to reach everyone with the Interest of "Dogs" for this Reach ad.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

People living in this location

United States

Huntington Beach, California + 10mi

Include Search Locations Browse

Map showing locations around Huntington Beach, California, including Lancaster, Victorville, San Bernardino, Santa Barbara, Pasadena, Los Angeles, Irvine, Palm Springs, Oceanside, and San Diego.

Add Locations in Bulk

Age: 18 65+

Gender: Men

Detailed Targeting: Include people who match

Interests > Hobbies and activities > Pets

Dogs

Q Add demographics, interests or behaviors Suggestions Browse

Exclude Narrow Audience

Close All edits saved

[Back](#) [Next](#)

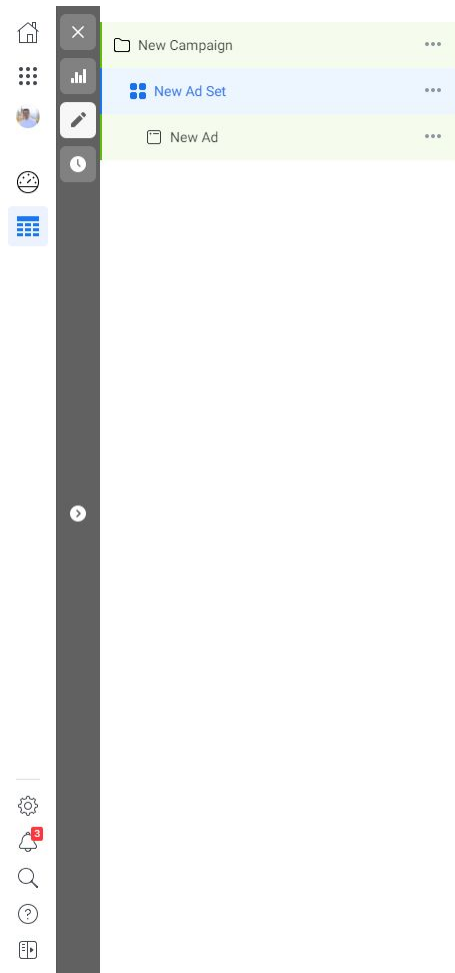
Audience Definition

Your audience is defined.

Potential Reach: 150,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.



New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

[Show More Options](#)

[Save This Audience](#)

Placements [Learn More](#)

☒ Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☐ Manual Placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Optimization & Delivery

Optimization for Ad Delivery

Reach

Cost Control

\$X.XX

Facebook will aim to spend your entire budget and get the most 1,000 impressions using the lowest cost bid strategy.

[Hide Options](#)

Frequency Cap

1 impression every 7 days

When You Get Charged

Impression

[Close](#) [All edits saved](#)

What is unique about the Reach campaign is the ability to set a **Frequency Cap**. This keeps people from seeing your ad too often. Just enter the minimum number of days that should pass before someone sees your ad again. Facebook is allowing you to spread your ad spend over a larger number of people, without making customers angry about seeing your ad too much!

Being able to set your Frequency Cap, makes Reach objective campaigns perfect for reaching your entire **Custom Audience** X times per days or reaching your entire **local market** X times per days.

Make sure to split test a Single Image vs a Video ad in all your campaigns (just duplicate the ad, then edit the single variable: 1st ad = image, 2nd ad = video).

I am always surprised by what resonates and what doesn't from campaign to campaign.

New Campaign > New Ad Set > New Ad

Actions for This Ad

- Quickly duplicate Ctrl+D
- Duplicate Ctrl+Shift+D**
- Copy Ctrl+C
- Paste Ctrl+V
- Delete Ctrl+BACKSPACE
- Create Rule
- ID: 23845622467800020 Copy

Ad Name

New Ad

Identity

Facebook Page

Coursenvy

Instagram Account

coursenvy

Ad Setup

Create Ad

Format

Choose how you'd like to structure your ad.

☒ Single Image or Video
One image or video, or a slideshow with multiple images

☐ Carousel
2 or more scrollable images or videos

Fullscreen Mobile Experience

☐ Add an Instant Experience

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Preview On

12 Placements

Facebook Feeds

Coursenvy Sponsored

This is your ad copy!

How to start a money making agency

COURSENVY.COM

This is your headline!

This is your description!

Like Comment Share

Stories

In-Stream

Ad rendering and interaction may vary based on device, format and other factors.

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

Close ✓ All edits saved

Back Publish

Again, when relevant, use a Website URL to drive people to a website where you can collect that Custom Audience with your Facebook Pixel for future retargeting ads.



Add a website URL

If you add a website URL, people who click or tap on your ad will go to your website. If you don't, they'll go to your Facebook Page or Instagram account.

Headline · Optional

This is your headline!

Description · Optional

This is your description!

Website URL

coursenvy.com

Preview URL

[Build a URL Parameter](#)

Display Link · Optional

Enter the link you want to show on your ad

Call to Action

Download

Languages

Add your own translations or automatically translate your ad to reach people in more languages. [Learn More](#)

Add Languages

Tracking

Conversion Tracking



Facebook Pixel

By clicking the "Publish" button, you agree to Facebook's [Terms](#) and [Advertising Guidelines](#).

Close

✓ All edits saved

Edit Review

Preview On

12 Placements

Facebook Feeds

Coursenvy Sponsored

This is your ad copy!



COURSEENVY.COM

This is your headline!

This is your description!

DOWNLOAD



Like

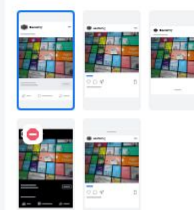


Comment



Share

Feeds



Stories



In-Stream

Ad rendering and interaction may vary based on device, format and other factors. ⓘ

Back

Publish

Traffic

Campaign Objective - Traffic

Facebook Campaign Manager interface showing the "Choose a Campaign Objective" dialog box.

The background shows the Campaigns list with columns: Campaign Name, Delivery, and a table of campaign details.

Campaign Name	Delivery
New Campaign	In Draft
Traffic Test	Off
Message-WBF	Off
ENG - WBF	Off
Eng-WBF	Off
Reach-WBF	Off

The "Choose a Campaign Objective" dialog box is open, showing the following options:

- Awareness
 - ☐ Reach
- Consideration
 - ☒ Traffic
 - ☐ Engagement
 - ☐ App installs
 - ☐ Video views
 - ☐ Lead generation
 - ☐ Messages
- Conversion
 - ☐ Conversions
 - ☐ Catalog sales
 - ☐ Store traffic

A large red arrow points to the "Traffic" option under the "Consideration" category.

Buttons: Cancel, Continue

Background table (Performance):

Impressions	Cost per Result	Amount Spent	Ends
3,392	\$0.41 Per Link Click	\$27.68	Ongoing
7,701	\$2.06 Per Messaging C...	\$35.10	Ongoing
310	\$0.13 Per Post Engage...	\$3.15	Ongoing
2,486	\$0.16 Per Post Engage...	\$43.61	Ongoing
13,889 Total	—	\$109.54 Total Spent	Ongoing

Traffic 101

When To Use: To send people to your website or increase engagement with your app.

What Platforms: Facebook, Instagram, Audience Network, Messenger

Which Ad Formats: Single Image, Single Video, Carousel, Slideshow, Collection

BEST PRACTICES: Traffic

The main way I put the Traffic objective ads to use for my clients, is by GROWING their varying Custom Audiences! By driving traffic to your website that has a Facebook Pixel installed on it and a having a Facebook Custom Audience created to capture that traffic, you can not only retarget these warm Custom Audiences in the future but also create Lookalike Audiences of them as well for future split test ads.

Traffic = Website Clicks!

EXAMPLE:

- If you're trying to get people to your eCommerce store and browse your products, use a Traffic campaign to direct people right to your website.

BEST PRACTICES: Traffic

The Traffic objective is a great area to fine tune your perfect audience.

What target audience is engaging most with your content (test interests, gender, age, location, everything)? What ads are getting the highest relevance scores? What ad variables are driving the lowest cost per action?

My goal is to split test variables to find the perfect audience and the most relevant ads!

First select where you want to drive this traffic. We see the best results from using Website traffic ads.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Ad Set Name

New Ad Set

Traffic

Choose where you want to drive traffic. You'll enter more details about the destination later.

☒ Website

☐ App

Choose the app you want to advertise. You can advertise any app that you've registered on Facebook's developer site. [Get Help for App Install Ads](#)

☐ Messenger

Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ WhatsApp

When a person clicks on your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people more likely to open WhatsApp.

Dynamic Creative Off

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Offer Off

Drive more conversions by creating an offer people can save and get reminders about. [Learn More](#)

Budget & Schedule

Start Date

Aug 11, 2020 1:20 PM

Pacific Time

[Close](#) [All edits saved](#)

[Back](#) [Next](#)

Audience Definition

Your audience is defined.

Potential Reach: 150,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Detailed targeting
is a great area to
split test
variables.

EXAMPLE:
The interest
“marketing” has
708+ million
people

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

United States

United States

Include Search Locations Browse

Potential Reach: 100,000,000 people

Audience Definition

Your audience selection is fairly broad.

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Age

18 65+

Gender

Men

Detailed Targeting

Include people who match

marketing

Marketing

Marketing Officer

Marketing Assistant

Marketing Officer

Marketing Assistant

Promotion (marketing)

Size: 708,072,020

Interests > Business and Marketing

Description: People who have expressed an interest in or like pages related to Marketing

Close All edits saved

Back Next

So with just the location, age and interest of “marketing” selected, this ads potential reach is 37,000,000 people and with our current set daily budget.

New Campaign > New Ad Set > 1 Ad

Edit Review

Locations

People living in this location

United States

United States

Include Search locations

Browse



Add Locations in Bulk

Age

18

65+

Gender

Men

Detailed Targeting

Include people who match

Interests > Business and industry

Marketing

Add demographics, interests or behaviors

Suggestions Browse

Exclude

Narrow Audience

Close All edits saved

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 37,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Back

Next

You can also
Exclude or
Narrow your
Detailed
Targeting.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

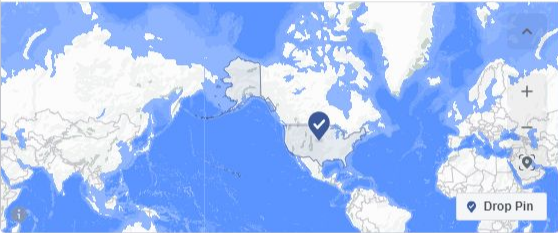
Locations

People living in this location

United States

United States

Include Search Locations Browse



Drop Pin

Add Locations in Bulk

Age

18 65+

Gender

Men

Detailed Targeting

Include people who match

Interests > Business and industry

Marketing

Q Add demographics, interests or behaviors Suggestions Browse

Exclude Narrow Audience

Close All edits saved

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 37,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Back Next

Test one variable at a time, at the Ad Set level, to see what targeting is driving the best results for your ads.

EXAMPLE:
I choose target "Parents (All)" and **narrowed** the targeting to just parents that had an interest in "Cats", but also **excluded** people who matched the interest of "Dogs".

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Add Locations in Bulk

Age
18 65+

Gender
☒ All ☐ Men ☐ Women

Detailed Targeting
Include people who match ⓘ

Demographics > Parents > All Parents
Parents (All)
Add demographics, interests or behaviors Suggestions Browse

and must also match ⓘ

Interests > Hobbies and activities > Pets
Cats
Add demographics, interests or behaviors Suggestions Browse

Narrow Further

Exclude people who match ⓘ

Interests > Hobbies and activities > Pets
Dogs
Add demographics, interests or behaviors Suggestions Browse

You can exclude people to help refine your intended audience. When you choose to make exclusions, keep in mind that our Advertising Policies prohibit wrongful discrimination. [Learn more.](#)

Detailed Targeting Expansion ⓘ
☐ Reach people beyond your detailed targeting selections when it's likely to improve performance.

Close ☒ All edits saved

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 3,800,000 people

Estimated Daily Results

So this ad will target the 3.8 million people in the USA that are a parent, like cats, and have no interest in dogs.

A perfect top of funnel audience to target for my client that sells cat themed children games!

PRO TIP: Split test using "Detailed Targeting Expansion" for Top of Funnel ads to build your Custom Audience.

One of my favorite Traffic campaigns ad formats is the Carousel.

Make sure to split test against Single Image and Video campaigns as well.

New Campaign > New Ad Set > New Ad

Ad Setup

Create Ad

Format

Choose how you'd like to structure your ad.

- ☐ Single Image or Video
One image or video, or a slideshow with multiple images
- ☒ Carousel
2 or more scrollable images or videos
- ☐ Collection
Group of items that opens into a fullscreen mobile experience

Fullscreen Mobile Experience

☐ Add an Instant Experience

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Carousel Cards

- untitled
Enter headline, description and URL
- + Enter headline, description and URL

Select Image

Headline · Optional

Write a short headline

14 Placements

Facebook Feeds Expand

Coursenvy Sponsored

This is your ad copy!

DOWNLOAD

Like Comment Share

Feeds

Stories

In-Stream

Ad rendering and interaction may vary based on device, format and other factors.

By clicking the "Publish" button, you agree to our [Advertising Guidelines](#).

Close All edits saved

Back Publish

Carousel Ads

The priority of ads I create for clients is:

1. Video Ads
2. Single Image Ads
3. Carousel Ads

I love to use Carousel ads as a way to **discover my best performing** image or video!

Let me show you an example...

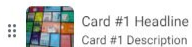
Select your media, headline, description, and URL for each Carousel card you add.



Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Carousel Cards



Card #1 Headline

Card #1 Description

+ Enter headline, description and URL

Select Image

Headline · Optional

Write a short headline

Description · Optional

Include additional details

Website URL

coursenvy.com

[Build a URL Parameter](#)

Remove

+ Enter headline, description and URL

+ Add Media

Edit Placement

By clicking the "Publish" button, you agree to Facebook's [Terms](#) and [Advertising Guidelines](#).

Close ✓ All edits saved

Edit Review

Preview On

14 Placements

Facebook Feeds

Expand

Feeds

Coursenvy Sponsored

This is your ad copy!



Card #1 Headline

Card #1 Description

DOWNLOAD

Like

Comment

Share

Stories



In-Stream



Ad rendering and interaction may vary based on device, format and other factors. ⓘ

Back

Publish

Checkmark
"Automatically
show the best
performing
cards first".



Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Carousel Cards

- Card #1 Headline
Card #1 Description
- + Enter headline, description and URL
- + Enter headline, description and URL

+ Add Media

Edit Placement

Select a placement to edit

Select cards from previous ads

- ☒ Automatically show the best performing cards first
On Facebook News Feed, Instagram Feed and Instagram Stories, the carousel card that performs best will be shown first. For all other placements, cards will appear in the order you arrange them.
- ☒ Add a card at the end with your Page profile picture
- ☐ Add a map card showing your nearest stores

Primary Text

This is your ad copy!

See More URL

Edit Review

Preview On

14 Placements

Facebook Feeds

Expand

Feeds

Coursenvy Sponsored

This is your ad copy!



Card #1 Headline

Card #1 Description

Like Comment Share

Stories



In-Stream

Ad rendering and interaction may vary based on device, format and other factors.

By clicking the "Publish" button, you agree to Facebook's [Terms](#) and [Advertising Guidelines](#).

Close All edits saved

Back

Publish

Carousel Ads

With a Carousel ad I can identify which carousel image/video drives the most clicks, then use that winner in a new campaign (i.e. this Carousel Ad had a clear winner at 80 clicks!)

Select your Traffic campaign that you used a Carousel ad in. Then navigate to the ADS tab in your Ads Manager.

Select the "Carousel Card" option from the Breakdown menu.

1-200 of 392 Columns: Performance Breakdown: Carousel Card

Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate
Inactive	Using ad set...	Using ad s...		291 Link Clicks	3,780	4,928	\$0.22 Per Link Click	—	—	—
				1: The Geometric Band	48	—	—	—	—	—
				2: The Engagement Rings	22	—	—	—	—	—
				3: The Diamond Earrings	16	—	—	—	—	—
				Lab Grown Diamonds	7	—	—	—	—	—
				2: The Geometric Band	37	—	—	—	—	—
				3: The Diamond Earrings	53	—	—	—	—	—
				Lab Grown Diamonds	28	—	—	—	—	—
				1: The Engagement Rings	80	—	—	—	—	—

Remove All Breakdowns

BY TIME

BY DELIVERY

BY ACTION

None

Conversion Device

Post Reaction Type

Destination

Video View Type

Video Sound

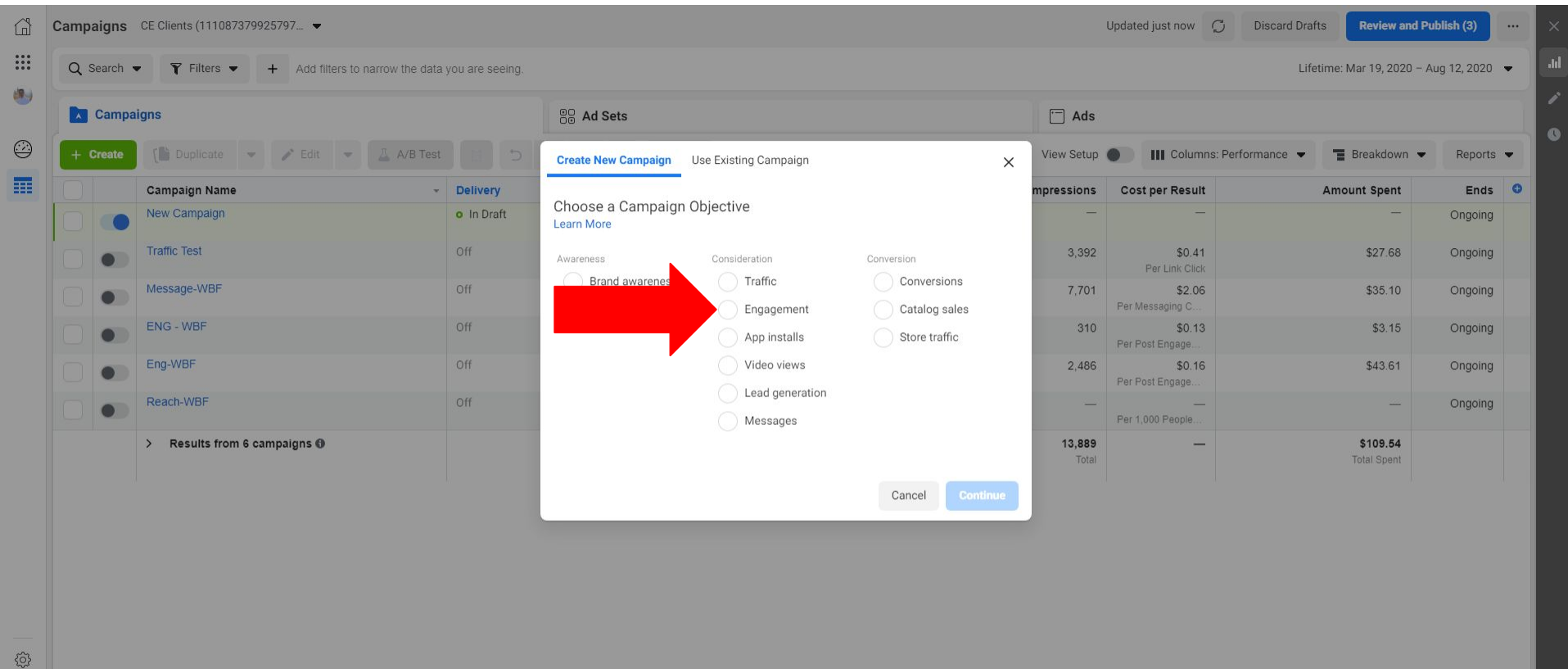
✓ Carousel Card

Carousel Card

View your data by each card in a carousel ad. These values are estimated.

Engagement

Campaign Objective - Engagement



The image shows the Facebook Ads Manager interface. A modal dialog box titled "Choose a Campaign Objective" is open, allowing the user to select a campaign objective. The dialog is divided into three columns: Awareness, Consideration, and Conversion. The "Engagement" option under the "Consideration" column is highlighted with a red arrow. The background shows a list of campaigns and a table of performance metrics.

Campaigns CE Clients (11087379925797... ▾

Updated just now ↻ Discard Drafts **Review and Publish (3)** ...

Search ▾ Filters ▾ + Add filters to narrow the data you are seeing. Lifetime: Mar 19, 2020 – Aug 12, 2020 ▾

Campaigns Ad Sets Ads

+ Create Duplicate ▾ Edit ▾ A/B Test ↺

	Campaign Name ▾	Delivery
☐	New Campaign	In Draft
☐	Traffic Test	Off
☐	Message-WBF	Off
☐	ENG - WBF	Off
☐	Eng-WBF	Off
☐	Reach-WBF	Off

> Results from 6 campaigns ⓘ

Create New Campaign Use Existing Campaign

Choose a Campaign Objective [Learn More](#)

Awareness Consideration Conversion

☐ Brand awareness ☐ Traffic ☐ Conversions

☐ Engagement ☐ Catalog sales

☐ App installs ☐ Store traffic

☐ Video views

☐ Lead generation

☐ Messages

Cancel Continue

Impressions	Cost per Result	Amount Spent	Ends
—	—	—	Ongoing
3,392	\$0.41 Per Link Click	\$27.68	Ongoing
7,701	\$2.06 Per Messaging C...	\$35.10	Ongoing
310	\$0.13 Per Post Engage...	\$3.15	Ongoing
2,486	\$0.16 Per Post Engage...	\$43.61	Ongoing
—	— Per 1,000 People...	—	Ongoing
13,889 Total	—	\$109.54 Total Spent	

Engagement 101

When To Use: To get people to engage with your Facebook Page or Facebook Page Post. This includes Post engagement (boosting posts), getting Page likes, and getting Event responses/attendance.

What Platforms: Facebook, Instagram (Event ads are not available on Instagram)

Which Ad Formats: Single Image, Single Video, Slideshow

BEST PRACTICES: Engagement

Organic reach (people who liked your Facebook Page and see your Facebook page posts in their newsfeed) has nearly flatlined on Facebook. Less than 10% of your Facebook Page followers will organically see what you post on your Facebook page! Facebook is getting greedy to say the least and therefore you need to PAY to get your content viewed. So this means you will need to create **Post Engagement** ads.

But first, I like to build “clout” for my Facebook page via Facebook Page Likes. I get my clients to a **MINIMUM 1000 Facebook Page Likes** before we do anything else! When a new potential customer sees your Facebook page has 2 likes, they will lose confidence in your brand... so build up your clout/trust/dependability first with Facebook Page Likes.

The Engagement Objective has 3 sub-options to choose from under Engagement Type.

- Post engagement
- Page likes
- Event responses

New Campaign > 1 Ad Set > 1 Ad

[Edit](#) [Review](#)

You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#)

Campaign Details

Buying Type

Auction

Campaign Objective

Awareness

☐ Brand awareness

☐ Reach

Consideration

☐ Traffic

☒ Engagement

☐ App installs

☐ Video views

☐ Lead generation

☐ Messages

Conversion

☐ Conversions

☐ Catalog sales

☐ Store traffic



Post engagement

Get more Page likes, event responses, or post reacts, comments or shares.

Engagement Type

☒ Post engagement

☐ Page likes

☐ Event responses

[Show More Options](#)

[Close](#) [All edits saved](#) [Next](#)

Let's start with a Page Likes campaign.

First, select your Facebook Page that you are seeking Page Likes for.



New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Ad Set Name
New Ad Set

Page
Choose the Facebook Page you want to promote.

Facebook Page
Coursenvy

Budget & Schedule

Start Date
Aug 11, 2020 1:20 PM
Pacific Time

End - Optional
☐ Set an end date

[Show More Options](#)

Audience

[Create New Audience](#) [Use Saved Audience](#)

Custom Audiences [Create New](#)

Search existing audiences

[Exclude](#)

Locations

[Close](#) [All edits saved](#)

Audience Definition

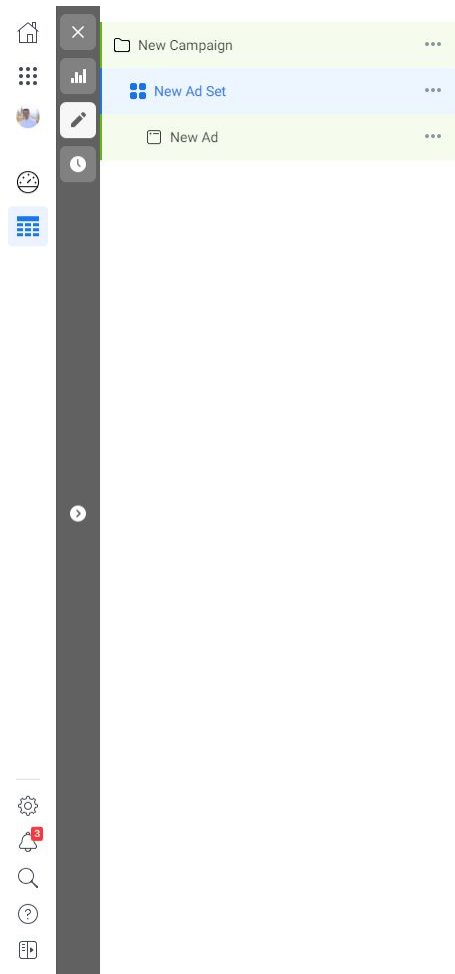
Your audience selection is fairly broad.

Potential Reach: 3,900,000 people

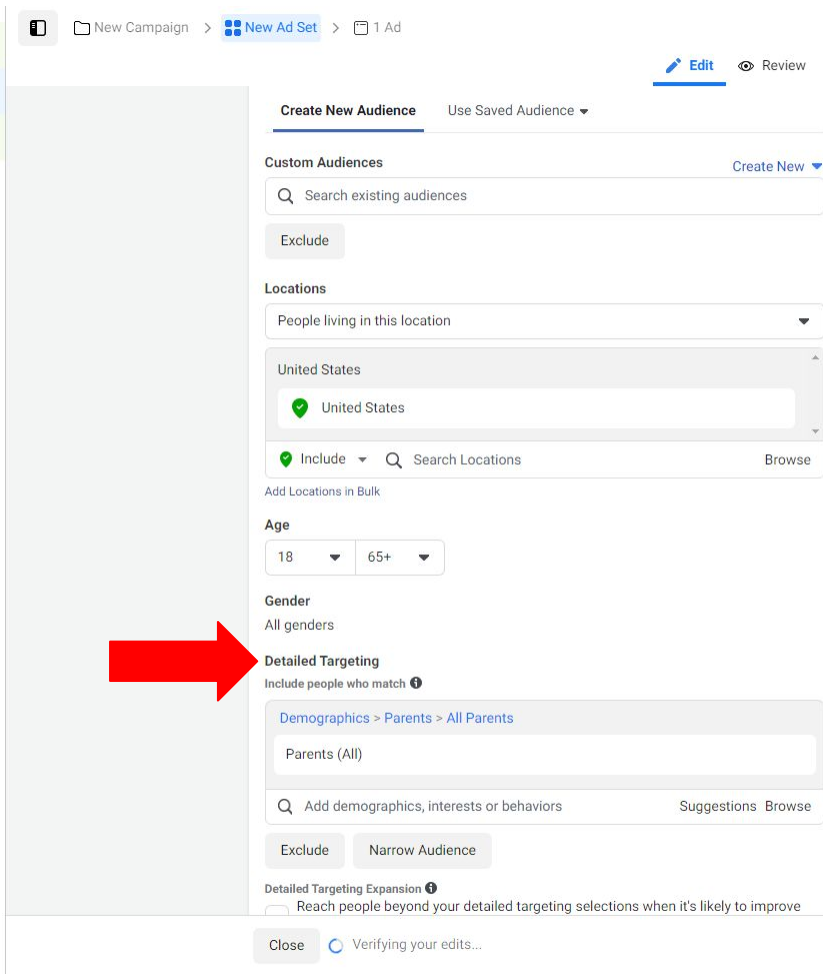
Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

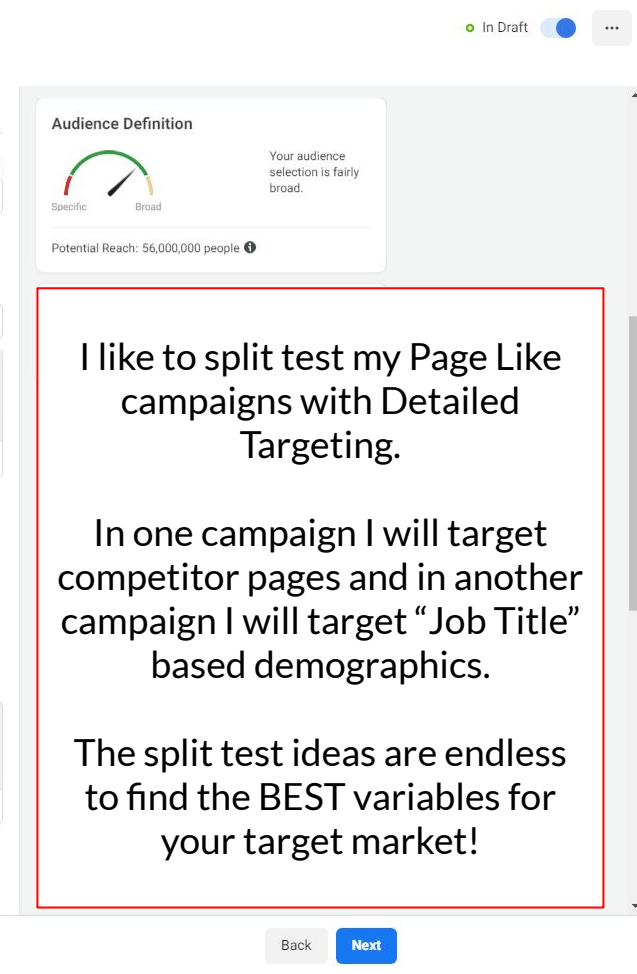
[Back](#) [Next](#)



The sidebar contains icons for Home, Campaigns, Ad Sets, Ads, Analytics, and a search icon. Below these are icons for a calendar, a list, and a gear. At the bottom is the Coursenvy logo.



The interface shows the 'Create New Audience' process. It includes sections for 'Custom Audiences', 'Locations', 'Age', 'Gender', and 'Detailed Targeting'. A red arrow points to the 'Detailed Targeting' section, which is currently set to 'Demographics > Parents > All Parents'. The 'Detailed Targeting Expansion' checkbox is unchecked.



The 'Audience Definition' section shows a gauge indicating the audience selection is 'fairly broad' with a 'Potential Reach' of 56,000,000 people. Below this, a red-bordered box contains the following text:

I like to split test my Page Like campaigns with Detailed Targeting.

In one campaign I will target competitor pages and in another campaign I will target “Job Title” based demographics.

The split test ideas are endless to find the BEST variables for your target market!

At the bottom of the interface are 'Back' and 'Next' buttons.

You also want to make sure to EXCLUDE people who already like your page as that would be wasted ad spend.

New Campaign > New Ad Set > 1 Ad

Edit Review

Include Search Locations Browse

Add Locations in Bulk

Age

18 65+

Gender

All genders

Detailed Targeting

Include people who match

Demographics > Parents > All Parents

Parents (All)

Add demographics, interests or behaviors Suggestions Browse

Exclude Narrow Audience

Detailed Targeting Expansion

Reach people beyond your detailed targeting selections when it's likely to improve performance.

Languages

English (All)

Hide Options

Connections

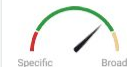
Exclude people who like your Page

Coursenvy

Add another Page

Close All edits saved

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 56,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Back Next

Then I'll leave the
Placements as the
default,
Automatic.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Connections

Exclude people who like your Page

Coursenvy

Q Add another Page

Save This Audience

Placements

[Learn More](#)

☒ Automatic Placements (Recommended)

Use automatic placements to maximize your budget and show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☐ Manual Placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Optimization & Delivery

Optimization for Ad Delivery

Page Likes

Cost Control

\$X.XX

Facebook will aim to spend your entire budget and get the most Page likes using the lowest cost bid strategy.

[Show More Options](#)

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 56,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

[Back](#) [Next](#)

Close ✓ All edits saved

Split test one campaign with a Single Image and one with a Video for your Page Like ads.

Be direct with Page Likes ad copy. Give users an instant reason to like your Facebook Page!

Split test one campaign with a Single Image and one with a Video for your Page Like ads.

Be direct with Page Likes ad copy. Give users an instant reason to like your Facebook Page!

New Campaign

New Ad Set

New Ad

Edit

Review

Ad Name

Identity

Facebook Page

Coursenvy

Select a Page at the Ad Set Level

For campaigns that use the Page likes objective, you must select a Page to represent your business at the ad set level. The same Page will automatically be selected for your ad.

Select Page

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media

untitled

2048 x 1556

Edit Image

Turn into Video

Primary Text

Coursenvy! Learn tips and trick to GROW your business online!

2 Placements

Preview On

Facebook Feeds

Coursenvy Sponsored

Coursenvy! Learn tips and trick to GROW your business online!



Coursenvy

Our ads manager team at Coursenvy is the to...

Like Comment Share

Facebook Marketplace

Coursenvy Sponsored

Coursenvy! Learn tips and trick to GROW your business online!



Coursenvy

Our ads manager team at Coursenvy is the to...

Like This Page

Ad rendering and interaction may vary based on device, format and other factors.

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

Close

Saving...

Back

Publish

Now it's time to
create **Post
Engagement** ads.

New Campaign

New Ad Set

New Ad

New Campaign

1 Ad Set

1 Ad

In Draft

EditReview

You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#)

Campaign Details

Buying Type

Auction

Campaign Objective ⓘ

Awareness

☐ Brand awareness

☐ Reach

Consideration

☐ Traffic

☒ Engagement

☐ App installs

☐ Video views

☐ Lead generation

☐ Messages

Conversion

☐ Conversions

☐ Catalog sales

☐ Store traffic

Post engagement

Get more Page likes, event responses, or post reacts, comments or shares.

Engagement Type ⓘ

☒ Post engagement

☐ Page likes

☐ Event responses

Show More Options ▾

Close

✓ All edits saved

Next



BEST PRACTICES: Post Engagement

Post engagement is ONLY meant to promote/boost a specific post on your Facebook page.

If you have a website link in your post, note that this Post Engagement ad is not a “2 for 1 deal”... Facebook is optimizing and targeting users more likely to ENGAGE (like, comment, and share your post), not click your link to your website.

It is ok to have a link in your posts you promote, but it is best to keep the user right on Facebook for the best ROMI on Post Engagement ads. If you want traffic to your website, use the Traffic or Conversions objectives as they are optimized to do that, as opposed to Post Engagement which is optimized to get more likes, comments, and shares.

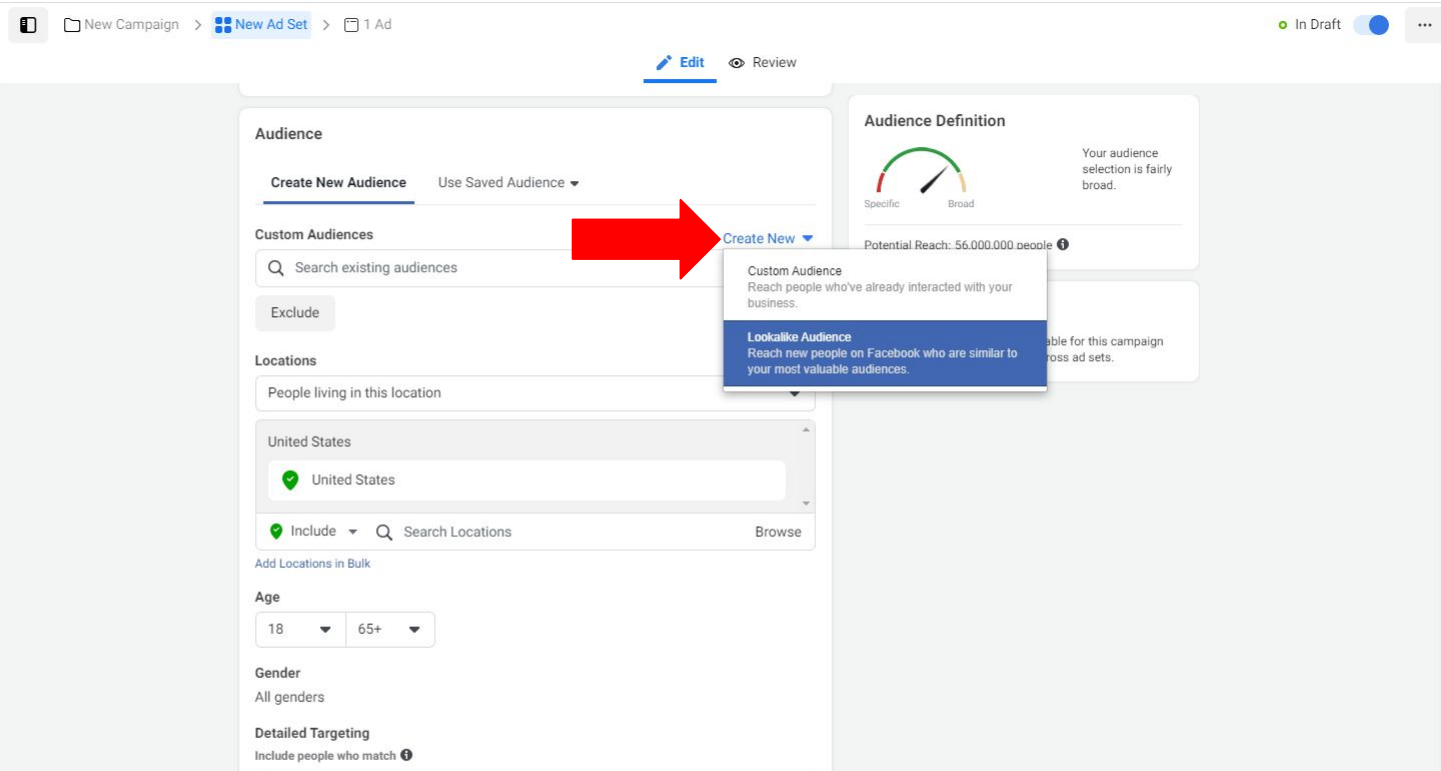
Post Engagement Split Tests

3 campaign split tests I like to create to find the best results from for Post Engagement ads include:

1. Target a Lookalike Audience of your current Facebook Page followers.
2. Go BROAD and target your competitors Facebook Page (or similar if they don't appear in Detailed Targeting) and enable the "Expand" option.
3. Target just your current Facebook Page followers via the Connections option.

#1 - Facebook Page Lookalike Audience

If you don't already have a Lookalike Audience created of your Facebook Page, you can do this right within your Ad Set via the "Create New" link under the Custom Audience field.



The screenshot displays the Facebook Ads Manager interface. The top navigation bar shows the path: New Campaign > New Ad Set > 1 Ad. The left sidebar contains icons for Campaigns, Ad Sets, Ads, and a sidebar menu. The main content area is titled 'Audience' and includes a 'Create New Audience' link and a 'Use Saved Audience' dropdown. Below this, the 'Custom Audiences' section has a 'Create New' link, which is highlighted by a red arrow. A tooltip is visible over the 'Create New' link, showing two options: 'Custom Audience' (Reach people who've already interacted with your business) and 'Lookalike Audience' (Reach new people on Facebook who are similar to your most valuable audiences). The 'Audience Definition' section on the right shows a gauge indicating 'Specific' vs 'Broad' and a 'Potential Reach' of 56,000,000 people. The 'Locations' section shows 'United States' as the selected location. The 'Age' section shows '18' and '65+' as the selected age range. The 'Gender' section shows 'All genders' as the selected gender. The 'Detailed Targeting' section shows 'Include people who match' as the selected targeting option.

#1 - Facebook Page Lookalike Audience

The screenshot shows the Facebook Ads Manager interface with the 'Create a Lookalike Audience' dialog box open. The dialog box has three steps:

- 1 Select Your Lookalike Source**: A text input field for 'Select an existing audience or data source' and a 'Create New Source' dropdown menu.
- 2 Select Audience Location**: A search bar for 'Search for regions or countries' with 'Suggestions' and 'Browse' links.
- 3 Select Audience Size**: A slider for 'Number of lookalike audiences' set to 1, and a percentage slider from 0% to 10%.

Below the slider, it states: 'Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.'

A red arrow points from a text box to the 'Create Audience' button at the bottom right of the dialog box.

Select your Facebook Page as the SOURCE, select your audience location, and set your Lookalike audience size (we see the best results from 1%).

#1 - Facebook Page Lookalike Audience

Select your Facebook Page Lookalike Audience from the Custom Audiences menu.

Ad Set Name Create name template Switch to Quick Creation

US - 18+

Audience
Define who you want to see your ads. [Learn More](#)

Create New Audience Use Saved Audience ▼

Custom Audiences ⓘ

Lookalike

Lookalike (US, 1%) - People who like Coursenvy

Add a previously created Custom or Lookalike Audience

Exclude | Create New ▼

Locations ⓘ Everyone in this location ▼

United States

United States

Include ▼ | Type to add more locations | Browse

Add Locations in Bulk

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Audience Size

Your audience is too specific for your ads to be shown. Try making it broader.

Potential Reach: Fewer than 1,000 people ⓘ

Estimated Daily Results

Results are unavailable. ⓘ

#2 - Target Competitors With Expand

Targeting your direct competitors and checking the “**Detailed Targeting Expansion**” box will enable Facebook to find users similar to your current detailed targeting. This is a great Top of Funnel ad I use to build my Custom Audiences which I can then retarget with Conversion ads or create Lookalike Audiences of for future testing.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Detailed Targeting
Include people who match ⓘ

[Interests](#) > [Additional Interests](#)

- Khan Academy
- Skillshare
- Udemy

Q Add demographics, interests or behaviors [Suggestions](#) [Browse](#)

[Exclude](#) [Narrow Audience](#)

Detailed Targeting Expansion ⓘ
☒ Reach people beyond your detailed targeting selections when it's likely to improve performance.

Languages
• English (All)

[Show More Options](#) ▾

[Save This Audience](#)

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 210,000,000 people ⓘ
Your criteria is currently set to allow detailed targeting expansion. ⓘ

Estimated Daily Results

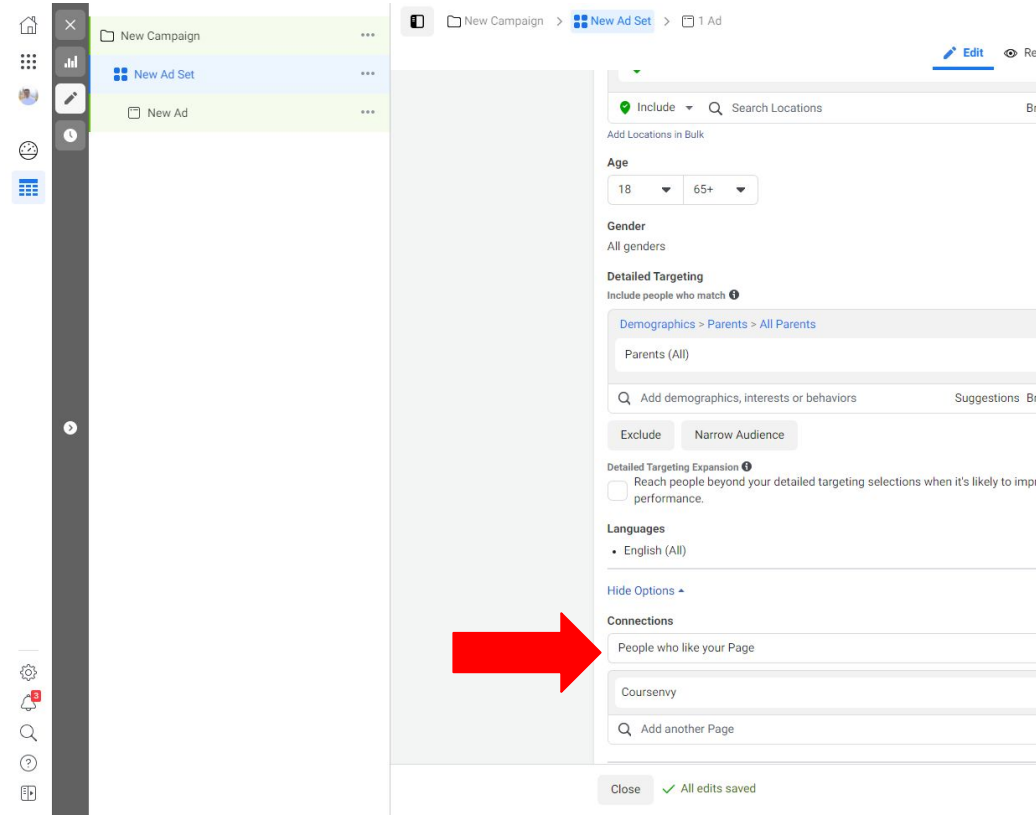
Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Placements [Learn More](#)

- ☒ Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people.

#3 - Target Your Current Facebook Page Fans

- Users who already liked your Facebook Page are a warm audience that will be more likely to engage with your post.
- Target them via **Connections** at the AD SET level.



Always leave this set to "Post Engagement" otherwise your cost per engagement (like, comment, share) will increase!

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

☒ Reach people beyond your detailed targeting selections when it's likely to improve performance.

Languages

- English (All)

[Show More Options](#)

[Save This Audience](#)

Placements [Learn More](#)

☒ Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☐ Manual Placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Optimization & Delivery

Optimization for Ad Delivery

Post Engagement ▼

Post Engagement
We'll deliver your ads to the right people to help you get the most likes, shares, or comments on your post at the lowest cost.

Daily Unique Reach
We'll deliver your ads to people up to once a day.

Impressions
We'll deliver your ads to people as many times as possible.

[Close](#) ✓ All edits saved

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 210,000,000 people ⓘ
Your criteria is currently set to allow detailed targeting expansion. ⓘ

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

[Back](#) [Next](#)

You have two options for selecting posts to boost. First, you can “**Use Existing Post**” which is a Post already posted on your Facebook Page (most common).



New Campaign > New Ad Set > New Ad

Edit Review

In Draft

Ad Name
New Ad

Identity
Facebook Page
Coursenvy
Instagram Account
coursenvy

Ad Setup
Create Ad
☒ Create Ad
☐ Use Existing Post
☐ Use Creative Hub Mockup

Ad Creative
Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media
untitled
2048 x 1556
Change Image Turn into Video

Edit Placement

Or you can create a NEW post via “**Create Ad**” under the “Ad Setup” menu.

This new post is known as a “Dark Post” or “Unpublished Post” that is only promoted as a Post Engagement ad to your target audience of choice. The post is NOT actually posted on your Facebook Page (hence the name “Unpublished Post”).

This is a strategy I use to TEST post content first to see what gets the most engagement, THEN I will publish it to my Facebook Page!

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close Verifying your edits...

Back Publish

Publish an Unpublished Post

Once you create an Unpublished Post that drives a ton of Post Engagement and you want to post it to your Facebook Page, just follow these steps!

- Navigate to your **Content Management** URL:

https://business.facebook.com/content_management

Publish an Unpublished Post

- Select your Unpublished Post
- Click the Actions menu and click Publish

The screenshot displays the Facebook Ads Manager interface. On the left sidebar, the 'Ads' tab is selected, indicated by a red arrow. The main area shows a table of ad posts. The first row is highlighted in blue and has a checkmark in the 'Status' column, also indicated by a red arrow. The 'Actions' menu for this post is open, showing the 'Publish' option, which is highlighted with a red arrow. The 'Post Details' panel on the right shows the post preview and performance metrics.

facebook

Page Posts

Coursenvy.com

Published Posts

Scheduled Posts

Ads

Ads

Search

Create Post

Posts	ID
☒ Join the #1 rated Online MBA Alternative, the modMBA,...	1776682299151286
☐ Join the #1 rated Online MBA Alternative, the modMBA,...	1776673632485486
☐ Join the #1 rated Online MBA Alternative, the modMBA,...	1776673479152168
☐ Join the #1 rated Online MBA Alternative, the modMBA,...	1776673222485527
☐ Join the #1 rated Online MBA Alternative, the modMBA,...	1776673075818875

Post Details

ID: 1776682299151286

Post Preview

Coursenvy
July 10 at 3:21 PM · 🌐

Join the #1 rated Online MBA Alternative, the modMBA, f (regularly \$5,353)! OFFER ENDS TODAY!!!

✓ Master marketing, business growth, SEO, Amazon FBA, and more in our 15 course bundle! Plus you get LIFETIME 1-on-1 support!

🔴 Just a ONE-TIME payment of \$99 for all of this... TODAY ONLY!

ONLINE MBA ALTERNATIVE

Actions

- Publish
- Schedule
- Delete
- Create Ads...

Performance for Your Post
Reported stats may be delayed from what

People Reached

0

Reactions, Comments & Shares

Like	Wow	Love
0	0	0
Haha	Sad	Angry
0	0	0

Comments

Shares

0

Post Clicks

Photo Views	Link Clicks	Other Clicks
0	0	0

The final
Engagement
campaign type is
Event Responses.

New Campaign

New Ad Set

New Ad

Edit

Review

You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#)

Campaign Details

Buying Type

Auction

Campaign Objective

Awareness	Consideration	Conversion
☐ Brand awareness	☐ Traffic	☐ Conversions
☐ Reach	☒ Engagement	☐ Catalog sales
	☐ App installs	☐ Store traffic
	☐ Video views	
	☐ Lead generation	
	☐ Messages	



Post engagement

Get more Page likes, event responses, or post reacts, comments or shares.

Engagement Type

☒ Post engagement

☐ Page likes

☐ Event responses

[Show More Options](#)

Close

✓ All edits saved

Next

For an Event Responses ad you will need to have an event already created.

Type your event name or enter its Facebook event URL into this field.

If your event does not have an online ticket link, or if it has already expired, it can't be promoted.

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media



untitled
2048 x 1556

Clear All

Edit Image

Turn into Video

Primary Text

👉 Come to our event to learn tips and trick to GROW your business online!

Event

Enter your event name or Facebook event URL

Tracking

Conversion Tracking

☐ Facebook Pixel

☐ App Events

Offline Events ⓘ

Set Up

URL Parameters · Optional

key1=value1&key2=value2

[Build a URL Parameter](#)

Edit Review

In Draft

Preview On

2 Placements



Facebook
Feeds



Facebook
Marketplace



Ad rendering and interaction may vary based on device, format and other factors. ⓘ

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close Verifying your edits...

Back

Publish

Create an Event

The screenshot shows the Facebook interface for the 'Coursenvy' page. The left sidebar contains navigation options: Home, Manage Shop, Ad Center, Inbox (42 new comments), Leads Center (254 new), Resources & Tools, Creator Studio, Manage Jobs, Notifications (92 new), Insights, Publishing Tools, and Page Quality. The main content area features a cover photo with a laptop keyboard and a promotional text overlay: '• DO YOU OWN A BUSINESS? • ARE YOU STRUGGLING WITH ONLINE MARKETING? • WORK WITH THE #1 RATED AD AGENCY! • OVER 500 HAPPY CLIENTS + A 95% CLIENT RETENTION RATE! • INTERESTED? CLICK THE MESSAGE BUTTON BELOW TO CONTACT OUR LOS ANGELES OFFICE TODAY!'. Below the cover photo is the page name 'Coursenvy' and the bio '@coursenvy · News & Media Website'. The 'Create Post' section is visible, with options for Photo/Video, Get Messages, and Feeling/Activity. The bottom navigation bar includes buttons for Create, Live, Event, and Job, with a red arrow pointing to the 'Event' button.

Create an Event via your Facebook Page.
Select the **EVENT** option.

Insights [See All](#)
Last 28 days : Oct 19 - Nov 15 ▼

Metric	Value	Change
People Reached	25,210	▼26%
Post Engagements	1,619	▼32%

Create Post

Photo/Video Get Messages Feeling/Activity

Create Live **Event** Job ...

Create an Event

The image shows the Facebook 'Create an Event' interface. On the left, a sidebar contains the Facebook logo, the text 'Event > Create Event', and a 'Create Event' button. The main area features a large red arrow pointing to a 'Create Event' button. Below this button are two options: 'Online' (with a globe icon) and 'In Person' (with a group of people icon). A red box on the right contains the text: 'Select if your Event will be "Online" or "In Person"'. The top right of the interface shows a 'Create' button and notification icons.

Event > Create Event

Create Event

Coursenvy
Host - Your Page

Create Event

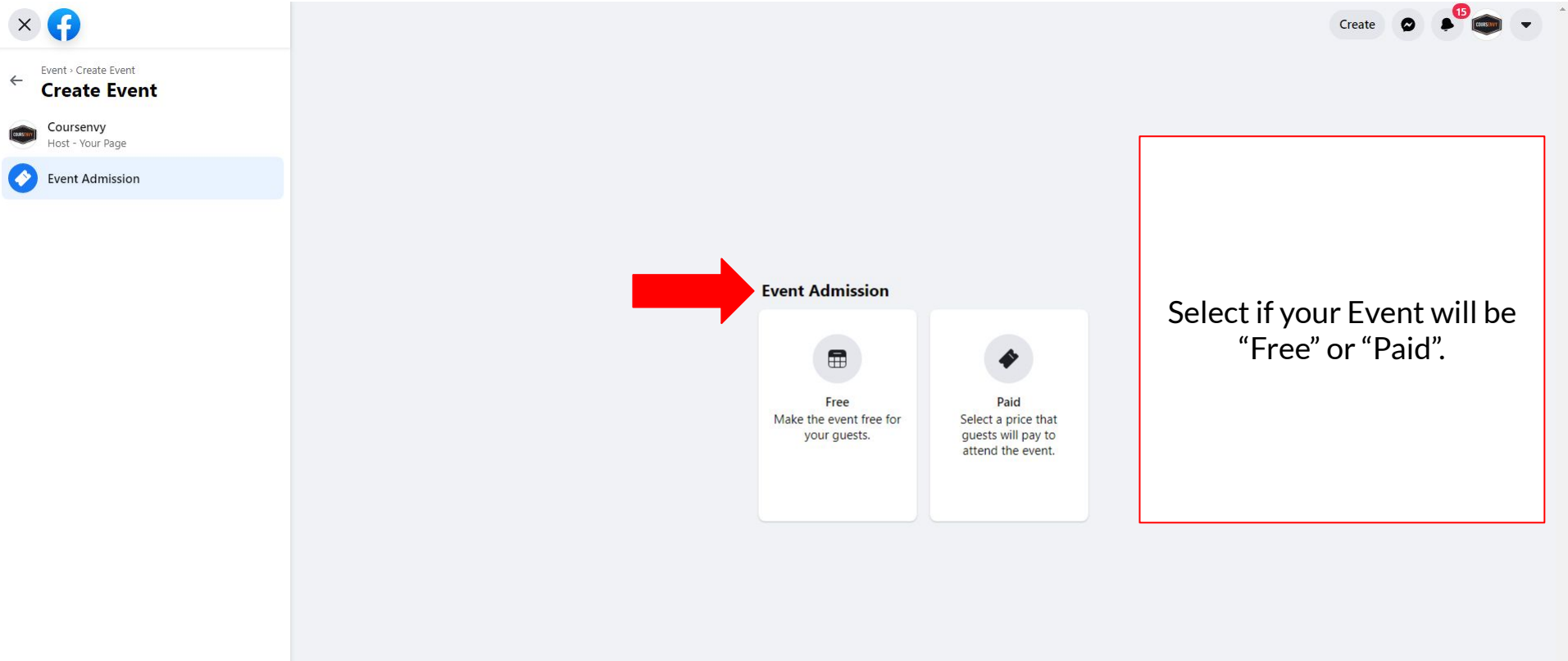
Create Event

Online
Video chat with Messenger Rooms, broadcast with Facebook Live or add an external link.

In Person
Get together with people at a specific location.

Select if your Event will be "Online" or "In Person".

Create an Event



The screenshot shows the Facebook 'Create an Event' interface. On the left, a sidebar contains navigation links: 'Event > Create Event', 'Create Event', 'Coursenvy Host - Your Page', and 'Event Admission' (highlighted in blue). The main content area is titled 'Event Admission' and features two options: 'Free' (with a calendar icon) and 'Paid' (with a ticket icon). A large red arrow points from the left towards the 'Event Admission' title. On the right, a red-bordered box contains the text: 'Select if your Event will be "Free" or "Paid"'. The top right of the interface includes a 'Create' button and social media sharing icons.

Event > Create Event

Create Event

Coursenvy
Host - Your Page

Event Admission

Create

Event Admission

Free
Make the event free for your guests.

Paid
Select a price that guests will pay to attend the event.

Select if your Event will be "Free" or "Paid".



Search Facebook



Create



Event > Create Event

Event Details



Coursevny

Host - Your Page

Event Name

New Event Name



Start Date

Nov 16, 2020

Start Time

4:00 PM

+ End Date and Time



Privacy

Public

Anyone on or off Facebook

Description

New Event Description



Category

Networking

Back

Next

Desktop Preview

16

MONDAY, NOVEMBER 16, 2020

New Event Name

Online Event

About

☆ Interested

✓ Going

✉ Invite

Details

Monday, November 16, 2020 at 4:00 PM

Public · Hosted by Coursevny

Online Event

New Event Description

Networking

Go With Friends

See All

0

GOING

0

INTERESTED

Completely fill out the Event Details.



Search Facebook



Create



Event > Create Event

Location

Choose a way for people to join your event online.



Facebook Live

Schedule a Facebook Live for your event so people can watch.



External Link

Add a link so people know where to go when your event starts.



Other

Include clear instructions in your event details on how to participate.



Desktop Preview

Back

Next



Coursenvy®

www.Coursenvy.com



Create



Event > Create Event

Additional Details

Cover Photo



 Event settings

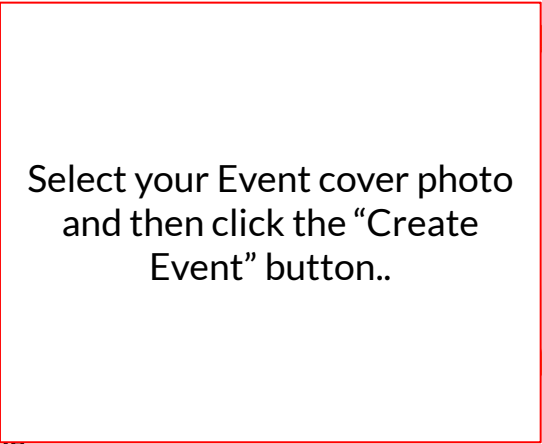
When you create an event on Facebook the [Pages, Groups and Events Policies](#) apply.

Back

Create Event

Desktop Preview







16

MONDAY, NOVEMBER 16, 20

New Event Name

Online Event

About

 Interested

 Going

 Invite

Details

 Monday, November 16, 2020 at 4:00 PM

 Public · Hosted by Coursenvy

 Online Event

New Event Description

Networking

Online

Go With Friends

[See All](#)

0

GOING

0

INTERESTED

BEST PRACTICES: Event Tickets

Make it as EASY as possible for people to buy tickets to your event!

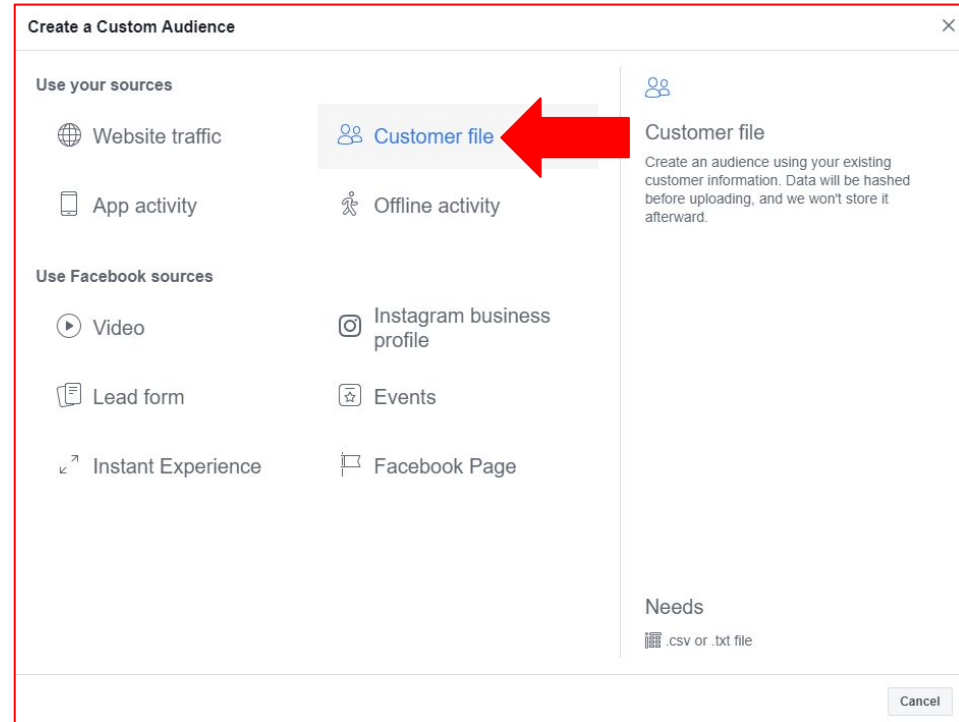
Integrate your Facebook event with one of these top-rated ticket sales providers:

- Shopify
- Eventbee
- Eventbrite

BEST PRACTICES: Event Responses

My best return on ad spend for my clients with Events is to target past customers via the Custom Audience → **Customer file** (i.e. email addresses)

A great split test campaign to compare against for Events, is creating a Lookalike Audience of your past customers, then targeting just the location of that event at the ad set level.



Close

EXAMPLE:

Target a Lookalike of your current customers in the location of your event.

Ads Manager

Search business

CE Ad Agency

🔔

🚩

⚙️

?

Ad Set Name ⓘ 18+ ⚙️

Switch to Quick Creation

Audience

Define who you want to see your ads. Learn more.

Create New

Use a Saved Audience ▼

Custom Audiences

Lookalike

Lookalike (AU, CA and 3 others, 1%) - Coursenvy

Add a previously created Custom or Lookalike Audience

Exclude | Create New ▼

Locations ⓘ

Everyone in this location ▼

United States

📍 Los Angeles, California + 25mi ▼

📍 Include | Type to add more locations

📍 Drop Pin

Map of Los Angeles area with a blue circle indicating the target location.

Add Locations in Bulk

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Language ⓘ Enter a language

Audience Size

Specific

Broad

Your audience is defined.

Potential Reach: 150,000 people ⓘ

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Coursenvy®

www.Coursenvy.com

App Installs

Campaign Objective - App Installs

The screenshot displays the Facebook Ads Manager interface. A modal dialog titled 'Choose a Campaign Objective' is open, allowing selection from three categories: Awareness, Consideration, and Conversion. The 'App installs' option is highlighted under the 'Consideration' category by a large red arrow.

Campaigns CE Clients (111087379925797... ▾)

Updated just now ↻ Discard Drafts **Review and Publish (3)** ...

Search ▾ Filters ▾ + Add filters to narrow the data you are seeing. Lifetime: Mar 19, 2020 – Aug 12, 2020 ▾

Campaigns Ad Sets Ads

+ Create Duplicate ▾ Edit ▾ A/B Test

	Campaign Name ▾	Delivery
☐	New Campaign	In Draft
☐	Traffic Test	Off
☐	Message-WBF	Off
☐	ENG - WBF	Off
☐	Eng-WBF	Off
☐	Reach-WBF	Off

> Results from 6 campaigns ⓘ

Create New Campaign Use Existing Campaign

Choose a Campaign Objective [Learn More](#)

Awareness

☐ Brand awareness

☐ Reach

Consideration

☐ Traffic

☐ Engagement

☐ App installs

☐ Video views

☐ Lead generation

☐ Messages

Conversion

☐ Conversions

☐ Catalog sales

☐ Store traffic

Cancel Continue

Impressions	Cost per Result	Amount Spent	Ends
—	—	—	Ongoing
3,392	\$0.41 Per Link Click	\$27.68	Ongoing
7,701	\$2.06 Per Messaging C...	\$35.10	Ongoing
310	\$0.13 Per Post Engage...	\$3.15	Ongoing
2,486	\$0.16 Per Post Engage...	\$43.61	Ongoing
—	— Per 1,000 People...	—	Ongoing
13,889 Total	—	\$109.54 Total Spent	

App Installs 101

When To Use: To direct people to an app store where they can download your app.

What Platforms: Facebook, Instagram, Audience Network, Messenger

Which Ad Formats: Single Image, Single Video, Carousel, Slideshow

App Installs 101

App Installs ads require the **Facebook SDK** to be installed on the mobile app and for the app to be listed on Facebook. While performing this installation, also have your developer register your mobile app for proper tracking of your App Installs ads. Share these links with your app developer:

App Setup for SDK: <https://developers.facebook.com/docs/app-ads/app-setup>

Register Mobile App for App Ads: <https://developers.facebook.com/docs/app-ads/sdk-setup>

On the AD SET level, click the app store dropdown menu.

New Campaign > New Ad Set > 1 Ad

Setup Error

Edit Review

Ad Set Name

New Ad Set

Application

Google Play

Search for your app by typing in the app name or enter its exact app store URL. For example: <https://play.google.com/store/apps/details?id=com.facebook.katana>

Enter app name or exact store URL

☐ If you are unable to find your app above, refine your search by selecting a country where your app is available

Dynamic Creative Off

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Budget & Schedule

Start Date

Aug 11, 2020 1:20 PM

Pacific Time

End - Optional

☐ Set an end date

[Show More Options](#)

Review 1 Error

For app install campaigns, you must select the app you want people to install and use. (#2446449)

Audience Definition

Estimated Daily Results

The estimated daily reach is currently unavailable.

Close All edits saved

Back Next

Select the app store your app is located on, then paste in the app URL.

New Campaign > New Ad Set > 1 Ad

EditReview

Ad Set Name

New Ad Set

Application

Google Play

Google Play

iTunes

iTunes for iPad

Windows Store

Facebook Canvas

Amazon Appstore

Instant Games

in the app name or enter its exact app store URL. For example: apps/details?id=com.facebook.katana

are URL.

your app above, refine your search by selecting a country where your app is

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Budget & Schedule

Start Date

Aug 11, 2020

1:20 PM

Pacific Time

End · Optional

☐ Set an end date

[Show More Options](#)

Audience

Review 1 Error

For app install campaigns, you must select the app you want people to install and use. (#2446449)

Audience Definition

SpecificBroad

Potential Reach: 3,200,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Close

✓ All edits saved

BackNext

Placement & Devices

App Installs are ads that you need to split test campaigns Placement and Devices. I see my highest ROMI from Placements on Instagram only ads!

Next, select the devices you want your ads to appear on. Also make sure you know what OS (Operating System) Version your app works on and specify that as well.

PRO TIP: I have seen my clients app installs increase by up to 10x when I simply toggle the “only when connected to Wi-Fi” option. Think about it, when you are on Wi-Fi, you are much more likely to install an app!

The image shows the Facebook Ads Manager interface for selecting ad placements and devices. A red arrow points from the text 'I see my highest ROMI from Placements on Instagram only ads!' to the 'Instagram' placement option, which is checked. Another red arrow points from the text 'when you are on Wi-Fi, you are much more likely to install an app!' to the 'Only when connected to Wi-Fi' checkbox, which is currently unchecked.

Placements:

- Instagram (checked)
- Feed (checked)
- Stories (checked)
- Audience Network (unchecked)
 - Native, Banner and Interstitial (unchecked)
 - In-Stream Videos (unchecked)
 - Rewarded Videos (unchecked)
- Messenger (unchecked)
 - Inbox (unchecked)
 - Stories (unchecked)
 - Sponsored Messages (unchecked)

Exclude Content and Publishers: Available for Audience Network, Instant Articles and In-Stream Videos.

Apply Block Lists:

Exclude Categories:

Specific Mobile Devices & Operating Systems:

iOS Devices Only

Included Devices:

- iPads (all) (x)
- iPhones (all) (x)
- iPods (all) (x)

Enter a Device Name... (eg. iPhone 5s)

Excluded Devices:

OS Versions:

Min: 2.0 - Max (Optional): None

☐ Only when connected to Wi-Fi

App Install Ad Idea

A perfect split in your App Install ads is using an image vs video. We personally see the best return on ad spend from simple **screen recording videos** of me using the app (especially mobile games)!

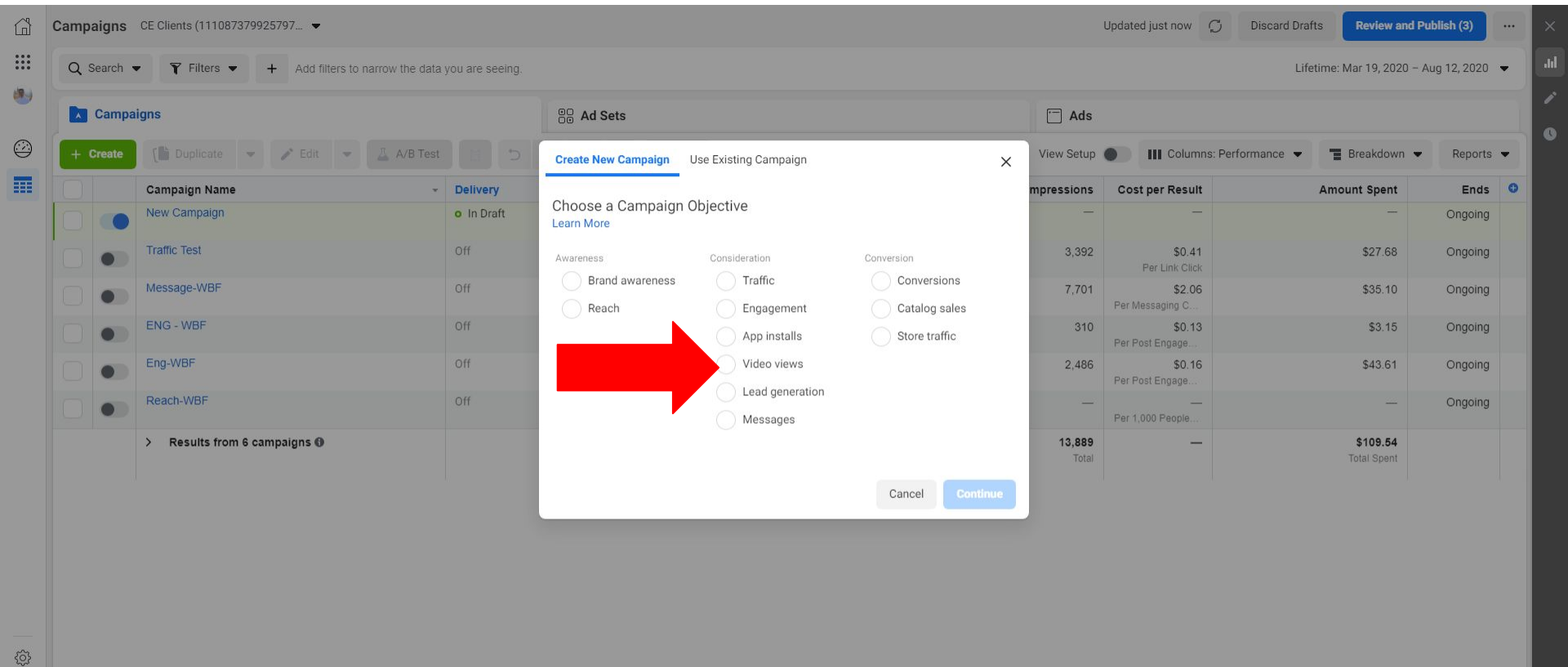
PRO TIP:

- Google “How to record the screen on your INSERT PHONE TYPE”

EXAMPLE: Apple iPhone: <https://support.apple.com/en-us/HT207935>

Video Views

Campaign Objective - Video Views



The image shows the Facebook Ads Manager interface. A modal dialog box titled "Choose a Campaign Objective" is open, allowing the user to select a campaign objective. The dialog is divided into three columns: Awareness, Consideration, and Conversion. A large red arrow points to the "Video views" option under the Consideration column.

Campaigns CE Clients (111087379925797... Updated just now Discard Drafts [Review and Publish \(3\)](#)

Search Filters + Add filters to narrow the data you are seeing. Lifetime: Mar 19, 2020 – Aug 12, 2020

Campaigns Ad Sets Ads

+ Create Duplicate Edit A/B Test

Campaign Name	Delivery
New Campaign	In Draft
Traffic Test	Off
Message-WBF	Off
ENG - WBF	Off
Eng-WBF	Off
Reach-WBF	Off

> Results from 6 campaigns

Create New Campaign Use Existing Campaign

Choose a Campaign Objective [Learn More](#)

Awareness

☐ Brand awareness

☐ Reach

Consideration

☐ Traffic

☐ Engagement

☐ App installs

☒ Video views

☐ Lead generation

☐ Messages

Conversion

☐ Conversions

☐ Catalog sales

☐ Store traffic

Cancel Continue

Impressions	Cost per Result	Amount Spent	Ends
—	—	—	Ongoing
3,392	\$0.41 Per Link Click	\$27.68	Ongoing
7,701	\$2.06 Per Messaging C...	\$35.10	Ongoing
310	\$0.13 Per Post Engage...	\$3.15	Ongoing
2,486	\$0.16 Per Post Engage...	\$43.61	Ongoing
—	— Per 1,000 People...	—	Ongoing
13,889 Total	—	\$109.54 Total Spent	

Video Views 101

When To Use: To promote video views (consider using comedy, behind-the-scenes footage, product infomercials, or customer testimonials to bring awareness about your brand!)

What Platforms: Facebook, Instagram, Audience Network

Which Ad Formats: Single Video, Carousel, Slideshow

Video Views 101

Many of my clients ask me, why use a Video Views campaigns when I can upload a video to nearly every other campaign objective? That is correct, but this objective is LITERALLY optimized for just getting your videos **increased views**.

Facebook is favoring video content uploaded directly to their platform more and more over users just sharing YouTube links. So you should take advantage of this!

NEVER share a YouTube link of your content... rather upload it directly to your Facebook Page and use a Video Views ad to give it a boost!

BEST PRACTICES: Video Views

Video Views ads are great for targeting “**cold audiences**” (remember cold is someone who has never seen your product/brand before, while a warm audience is someone who has engaged with your brand already, and a hot audience is one that has taken action i.e. purchase, etc.)

Video Views ads are a perfect **FIRST TOUCHPOINT** with your future customer. This is a way for you to get potential customers to see your product, logo, business, etc. and then retarget them with a different ad by creating a Custom Audience of people who **engaged with your video** at different levels (i.e. length of viewing).

Manage Page

- Coursenvy
- Home
- Manage Shop
- Ad Center
- Inbox
 - 42 new comments
- Leads Center
 - 254 new
- Resources & Tools
- Creator Studio
- Manage Jobs
- Notifications
 - 92 new
- Insights
- Publishing Tools
- Page Quality
- Edit Page Info

Promote

Post a video to
your Facebook
page.

Create

15

Coursenvy

• DO YOU OWN A BUSINESS?
• ARE YOU STRUGGLING WITH
ONLINE MARKETING?
• WORK WITH THE #1 RATED AD
AGENCY!
• OVER 500 HAPPY CLIENTS + A
95% CLIENT RETENTION RATE!
• INTERESTED? CLICK THE
MESSAGE BUTTON BELOW TO
CONTACT OUR LOS ANGELES
OFFICE TODAY!

Edit

Coursenvy
@coursenvy · News & Media Website

Edit Learn More

Home Events Reviews More

Promote View as Visitor Search

Insights

Last 28 days : Oct 19 - Nov 15

People Reached	25,210
	↑26%
Post Engagements	1,619
	↑32%
Page Likes	122
	↑12%

About

Create Post

Photo/Video Get Messages Feeling/Activity

Create Live Event Offer Job

PINNED POST

Coursenvy
Published by Justin Mark · April 7

This is a photo of me as a kid. I think I am screaming at my future self, "DON'T DO IT!"

Facebook Retargeting Ads | Master the Art Of Remarketing

100%

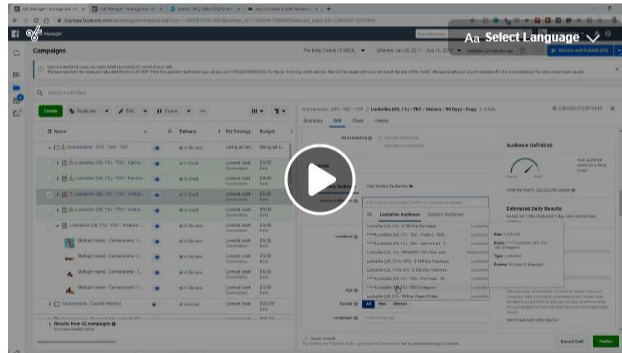


Facebook Retargeting Ads are the perfect way to re-engage with users to CLOSE THE SALE! They have seen your website but didn't convert... NOW it is time to follow them around the internet with Retargeting Ads.

Let us MANAGE your RETARGETING for you:
<https://learn.coursenvy.com/p/coursenvy-retargeting-packages>



Add keywords to help people find your video



Coursenvy

Next

Add Video

Video Details

Add details to your video and create your video post.

Thumbnail



Subtitles & Captions (CC)

Add subtitles in multiple languages to your video.

Polls

Ask questions during your video to find out what your viewers think.

Tracking

Add labels to help you manage and search for your video.

360 Director Tools

Add more detail to your 360 video with guide points.

Complete your
video details and
publish your video.

Remember with Facebook ads... the broader the targeting, the cheaper; the smaller the potential reach, the more expensive.

So to get cheaper video views, I will target a broad audience, such as “Marketing” as in interest in my target market of the USA.

New Campaign > New Ad Set > 1 Ad

Custom Audiences

Search existing audiences

Exclude

Locations

People living in or recently in this location

United States

United States

Include Search Locations

Browse

Add Locations in Bulk

Age

18

65+

Gender

All genders

Detailed Targeting

Include people who match

Interests > Business and industry

Marketing

Add demographics, interests or behaviors

Suggestions Browse

Exclude

Narrow Audience

Detailed Targeting Expansion

☐

Reach people beyond your detailed targeting selections when it's likely to improve performance.

Close All edits saved

Edit Review

Create New

In Draft

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 94,000,000 people

Estimated Daily Results

Reach

4.5K - 13K

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Back

Next

Click the “Add Video” button.

New Campaign > New Ad Set > New Ad

Setup Error

Edit Review

Ad Name

Create Name Template

New Ad

Identity

Facebook Page

Coursenvy

Instagram Account

coursenvy

Ad Setup

Create Ad

Fullscreen Mobile Experience

- ☐ Add an Instant Experience
- ☐ Add a Playable Source File

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media

Please choose a video for your ad.

Add Video

Review 2 Errors

Please choose a video for your ad. (#1487897)

Select Video

The parameter video_id is required. (#100)

Preview Off

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

Close All edits saved

Back

Publish

Select Videos

- Account Videos
- Business Videos
- Account Videos
- Page Videos
- Video URL

Select the "Page Videos" option and then select the video you just uploaded to your Facebook Page.

Or you can click the "Upload" button to add a new video just for this Video Views ad campaign (not posted to your Facebook page).

Cancel

Continue

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close

Verifying your edits...

Back

Publish

I always suggest referring to your website in videos so you can have a relevant website URL you can direct this video view traffic to after they watch your video.

EXAMPLE:

We are promoting a long form video on how to create retargeting ads, but also offer our ads management services via the SIGN UP button.

Edit Placement

Select a placement to edit

For questions and more information, see the Facebook Ad Guidelines.

Primary Text

Our ads manager team at Coursenvy is the top rated digital marketing agency! We have helped over 500 clients grow their business and we have taught over 300,000 students in our online courses! Our mission at Coursenvy is to promote and provide lifelong learning!

☒ Add a website URL

If you add a website URL, people who click or tap on your ad will go to your website. If you don't, they'll go to your Facebook Page or Instagram account.

Headline · Optional

Headline!

Description · Optional

Include additional details

Website URL

coursenvy.com

Preview URL

Build a URL Parameter

Display Link · Optional

Enter the link you want to show on your ad

Call to Action

Sign Up

Edit Review

Preview On

14 Placements

Facebook Feeds

Coursenvy Sponsored

Our ads manager team at Coursenvy is the top rated digital marketing agency! We have helped over 500 clients grow their



COURSENVY.COM

Headline!

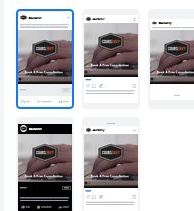
SIGN UP

Like

Comment

Share

Feeds



Stories



In-Stream



Ad rendering and interaction may vary based on device, format and other factors.

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Back Publish

Slideshow With Images

If you don't have a video, you can create a slideshow with images and text.



New Campaign > New Ad Set > New Ad

Setup Error

Edit Review

Ad Setup

Create Ad

Fullscreen Mobile Experience

☐ Add an Instant Experience

☐ Add a Playable Source File

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media

Please choose a video for your ad.

Add Video

Create Slideshow Create Video

Primary Text

Our ads manager team at Coursevivy is the top rated digital marketing agency! We have helped over 500 clients grow their business and we have taught over 300,000 students in our online courses! Our mission at Coursevivy is to promote and provide lifelong learning!

☒ Add a website URL

If you add a website URL, people who click or tap on your ad will go

Review 2 Errors

Please choose a video for your ad. (#1487897)

Select Video

The parameter video_id is required. (#100)

Preview Off

Create your own
slideshow or
choose from a
template.

New Campaign > New Ad Set > New Ad

Edit Review

Video Creation Kit

Available Templates

- ☒ Square
- ☐ Vertical

Select slideshow or a new video template to continue.

Create Slideshow ☒

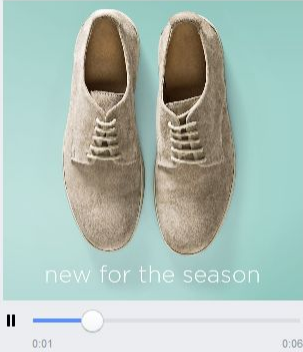
Show 3-10 images in a video up to 15 seconds long.

Choose a Template

Templates are pre-built with mobile best practices in mind to help boost ad performance. Just choose and add your own images and text in the next step.

 2-5 images 6 seconds	 1-6 images 15 seconds	 4-7 images 6 seconds
 5-10 images 15 seconds	 1-4 images 9 seconds	 1-2 images 6 seconds
		

Template: The title of a template



Continue

Instagram account.

Headline - Optional

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close ☒ All edits saved

Back Publish

New Campaign > New Ad Set > New Ad

EditReview

Setup Error

Video Creation Kit

Customize SceneVideo Length: 6 seconds

Scene 1

Scene 2

Scene 3

Stickers

Background

+ Select Image

Logo (Optional)

+ Select Image

Text (Optional)

Text

Add a headline...30

Font

FreightSansLPPro IV

Position

Text Color

Background Color

< Back

Continue



0:020:06

Instagram account.

Headline - Optional

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

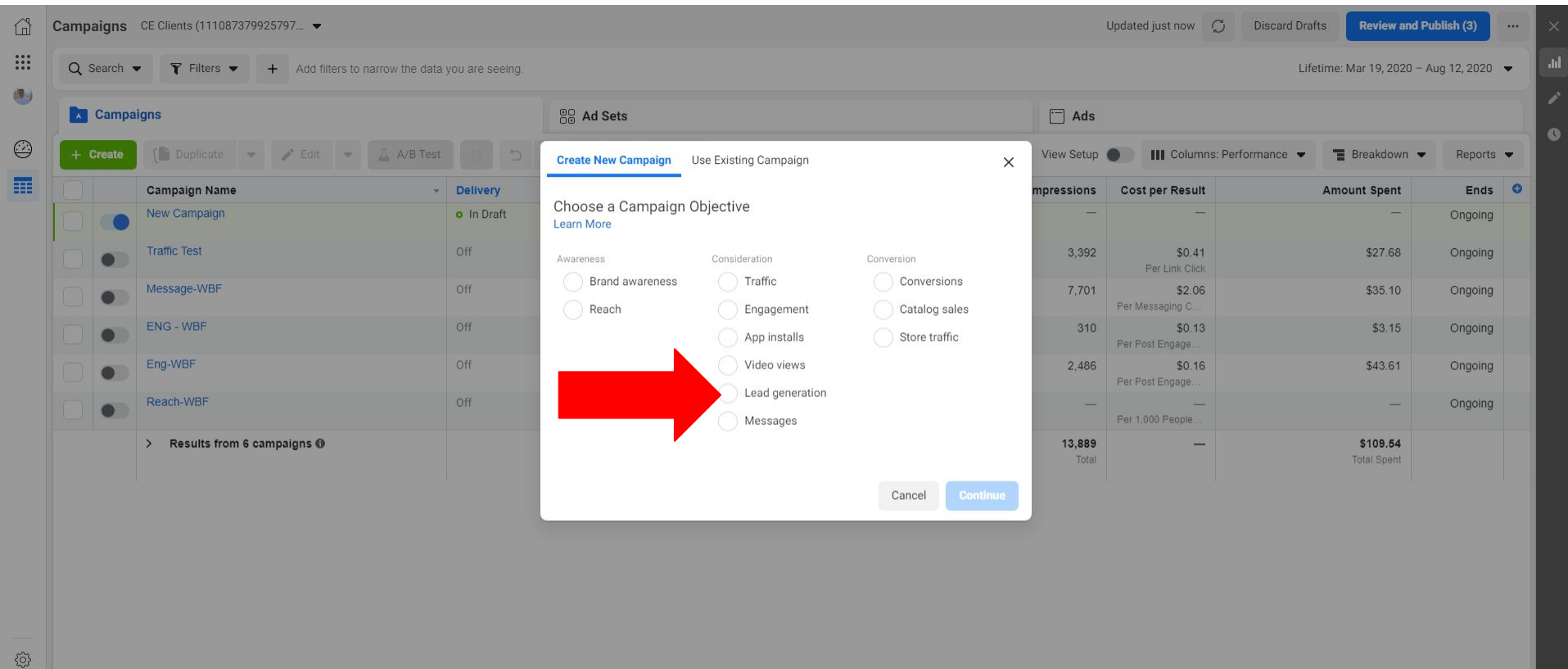
CloseAll edits saved

BackPublish

Slideshows are a great way to describe your products via images, then text slides.

Lead Generation

Campaign Objective - Lead Generation



The image shows the Facebook Ads Manager interface. A modal dialog box titled "Choose a Campaign Objective" is open, allowing the user to select a campaign objective. The dialog is divided into three columns: Awareness, Consideration, and Conversion. The "Lead generation" option under the "Consideration" column is highlighted with a large red arrow. The background shows a list of campaigns and a table of performance metrics.

Campaigns CE Clients (111087379925797... ▾

Updated just now ↻ Discard Drafts **Review and Publish (3)** ...

Search ▾ Filters ▾ + Add filters to narrow the data you are seeing. Lifetime: Mar 19, 2020 – Aug 12, 2020 ▾

Campaigns Ad Sets Ads

+ Create Duplicate ▾ Edit ▾ A/B Test ↺

	Campaign Name ▾	Delivery
☐	New Campaign	In Draft
☐	Traffic Test	Off
☐	Message-WBF	Off
☐	ENG - WBF	Off
☐	Eng-WBF	Off
☐	Reach-WBF	Off

> Results from 6 campaigns ⓘ

Choose a Campaign Objective [Learn More](#)

Awareness Consideration Conversion

☐ Brand awareness ☐ Traffic ☐ Conversions

☐ Reach ☐ Engagement ☐ Catalog sales

☐ App installs ☐ Store traffic

☐ Video views ☒ Lead generation

☐ Messages

Cancel Continue

Impressions	Cost per Result	Amount Spent	Ends
—	—	—	Ongoing
3,392	\$0.41 Per Link Click	\$27.68	Ongoing
7,701	\$2.06 Per Messaging C...	\$35.10	Ongoing
310	\$0.13 Per Post Engage...	\$3.15	Ongoing
2,486	\$0.16 Per Post Engage...	\$43.61	Ongoing
—	—	—	Ongoing
13,889 Total	—	\$109.54 Total Spent	

Lead Generation 101

When To Use: To collect lead info, such as phone numbers and email addresses, from people interested in your business.

What Platforms: Facebook, Instagram, Messenger

Which Ad Formats: Single Image, Single Video, Carousel, Slideshow

Leads Center

Facebook users don't like leaving the platform (they are on Facebook for a reason)... so the Lead Generation ad is in place to keep your potential customers on Facebook while they supply their information to you in exchange for your value offer (i.e. free services, ebook, consultation call, etc.)

Once a lead is submitted, the leads data (the fields you collected on your Lead Generation form) will be available in the **Leads Center** on your **Facebook Page**:

https://www.facebook.com/YourPageUsername/leads_center



Create



Manage Page

Coursenvy

Home

Manage Shop

Ad Center

Inbox

Leads Center

Resources & Tools

Creator Studio

Manage Jobs

Notifications

Insights

Publishing Tools

Page Quality

Edit Page Info

Promote

Coursenvy®

+ Add Leads

Audience Tools

All

Unread

Raw Leads 279

In-Progress Leads 23

Interested Leads 1

Converted Leads 0

+ Add filters

All Forms

All Owners

Select Dates

All Labels

Clear Filters

☐	Created ↑↓	Name ↑↓	Email ↑↓	Phone	Stage	Source
☐	Nov 12	Jude B				
☐	Sep 28	Vaness				
☐	Sep 28	Sandra				
☐	Sep 28	Misty M				
☐	Sep 27	Tammy				
☐	Sep 27	Darylin				
☐	Sep 26	Tina Jr				
☐	Sep 26	Jeanet				
☐	Sep 26	Paige L				
☐	Sep 2	Sherifa				
☐	Aug 28	Vierka				

Navigate to your Facebook page. Click the “Leads Center” page in the navbar.

You can download the Lead data to a CSV file for up to 90 days from the time they are submitted by a user. Click the “download arrow” button in the top right corner of the Leads Center page.

Lead Contact Info

Select a lead to review and manage contact details or click **Create Lead** to manually add a new lead.

303 Total Leads

< 1 2 ... 16 >

20



Split Test Lead Gen vs. Conversions

Lead Generation objective campaigns are great for split testing against Conversion objective campaigns that direct users to your websites lead capture page (using “LEAD” as the Conversion Event).

The Facebook Objective with the higher lead conversion rate truly varies 50/50 for my clients, so these two objectives are worth split testing for your niche.

The screenshot displays the Facebook Ads Manager interface. On the left, a sidebar contains navigation icons. The main area shows a campaign structure with the following hierarchy: CONV-modMBAfree-USA8-3-LAbuyers > MBA interest > 1 Ad. The 'MBA interest' ad set is selected, showing its details on the right. The 'Ad Set Name' is 'MBA interest'. Under the 'Conversion' section, 'Conversion Event Location' is set to 'Website'. The 'Pixel' is 'Learn/Coursenvy.com Pixel' with ID '4666812109'. The 'Conversion Event' is 'Lead', which is highlighted by a large red arrow. The 'Dynamic Creative' section is partially visible at the bottom.

Search

CONV-modMBAfree-USA8-3-LAbuyers

MBA interest

Default name - Conversions

Ad Set Name

MBA interest

Conversion

Conversion Event Location

Website

App

Messenger

WhatsApp

Pixel

Learn/Coursenvy.com Pixel

Pixel ID: 4666812109

Conversion Event

Lead

Dynamic Creative

Provide creative elements, such as images and headlines, and combinations optimized for your audience. Variations may include templates based on one or more elements. [Learn More](#)

Create a
Lead Form that
Facebook will use
to capture the
information you
need from your
leads (e.g. email,
name, etc.)



LEAD-AdAgency8-3-USA > US - 35-64 - ecom + biz owner + shopify/amazon > Coursenvy - Lead generation

Ad Set Off

Edit Review

58 评论

Like Comment Share

Ad rendering and interaction may vary based on device, format and other factors.

More Volume - Form Preview

Coursenvy

We specialize in ads on this platform, Amazon, and Google!

- You focus on running your business.
- Let us grow it with online marketing!

Show more...

Your Company Website

Enter your answer.

Next

Custom Questions 1 of 4

Schedule a free consultation with us today and learn how our agency can help your business scale!

+ Add Another Option 1 of 5

Headline · Optional

Get A Free Consultation!

+ Add Another Option 1 of 5

Description · Optional

You focus on running your business. Let us grow it with online marketing!

+ Add Another Option 1 of 5

Display Link · Optional

Enter the link you want to show on your ad

Call to Action

Learn More

+ Add Another Option

Instant Form

Create Lead Form

Form Title	Creation...
☒ ad agency leads	2020-07-31
☐ biz bootcamp (13-26)	2020-07-02

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close Discard Draft Publish

Messages

Campaign Objective - Messages

The screenshot shows the Facebook Ads Manager interface. A modal dialog titled 'Choose a Campaign Objective' is open, allowing the user to select a campaign objective. The dialog is divided into three columns: Awareness, Consideration, and Conversion. The 'Messages' option under the 'Consideration' column is highlighted with a large red arrow. The background shows a list of campaigns and a table of performance metrics.

Campaigns CE Clients (111087379925797... ▾

Updated just now Discard Drafts **Review and Publish (3)** ...

Search ▾ Filters ▾ + Add filters to narrow the data you are seeing. Lifetime: Mar 19, 2020 – Aug 12, 2020 ▾

Campaigns Ad Sets Ads

+ Create Duplicate ▾ Edit ▾ A/B Test ▾

	Campaign Name ▾	Delivery
☐	New Campaign	In Draft
☐	Traffic Test	Off
☐	Message-WBF	Off
☐	ENG - WBF	Off
☐	Eng-WBF	Off
☐	Reach-WBF	Off

> Results from 6 campaigns ⓘ

Choose a Campaign Objective [Learn More](#)

Awareness Consideration Conversion

☐ Brand awareness ☐ Traffic ☐ Conversions

☐ Reach ☐ Engagement ☐ Catalog sales

☐ App installs ☐ Store traffic

☐ Video views ☐ Lead generation

☒ Messages

Cancel Continue

Impressions	Cost per Result	Amount Spent	Ends
—	—	—	Ongoing
3,392	\$0.41 Per Link Click	\$27.68	Ongoing
7,701	\$2.06 Per Messaging C...	\$35.10	Ongoing
310	\$0.13 Per Post Engage...	\$3.15	Ongoing
2,486	\$0.16 Per Post Engage...	\$43.61	Ongoing
—	—	—	Ongoing
13,889 Total	—	\$109.54 Total Spent	

Messages 101

When To Use: To get more people to have conversations with your business and answer customer questions.

What Platforms: Facebook, Instagram, Messenger

Which Ad Formats: Single Image, Single Video, Carousel, Slideshow

BEST PRACTICES: Messages Ad

So many of my clients just want to get their customers OFF of Facebook! Now I get it... but think as if you were in the customer's shoes. YOU invaded their social media feed with your ad... the least you can do is stay on this platform!

That is why I see the Messages Ad as the perfect middle ground... Message Ads send people from ads into Facebook Messenger conversations with your business! During ad creation, you'll create both the ad and the welcome message people see in Messenger after they click on your ad.

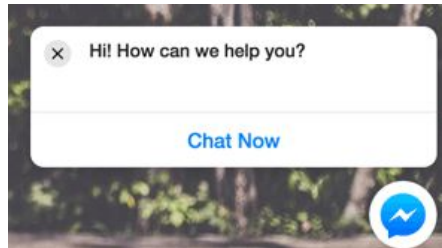
I see the best ROMI from Messages ads paired with ecommerce stores. Messages help the customers with any last second questions before purchasing. Plus, data shows users prefer chats over email because of the instant supports/response!

BEST PRACTICES: Messenger

Also, I advise integrating Facebook Messenger into your website as an instant chat opportunity that will help you close WAY more sales!

Customer Chat Plugin:

<https://developers.facebook.com/docs/messenger-platform/discovery/customer-chat-plugin>



Select where you want to send people to message your business.

New Campaign > New Ad Set > 1 Ad

Edit Review

In Draft

Ad Set Name

New Ad Set

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 3,200,000 people

Message Destination

Choose where you want to send people to message your business

☒ Messenger

Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

Click to Messenger

☒ Click to Messenger

Sponsored Message

For ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people more likely to message in WhatsApp.

☐ Instagram Direct

Send people from ads into Direct conversations with your business. Your ad will only run on Instagram, and will be shown to people more likely to chat on Instagram Direct.

Budget & Schedule

Start Date

Aug 11, 2020 1:20 PM

Pacific Time

End - Optional

☐ Set an end date

Show More Options

Audience

Close All edits saved

Clicks to Messenger: Send people from ads in Facebook, Instagram and/or Messenger into Messenger conversations. You will create both the ad and the message people see in Messenger.

Sponsored Message: Send a targeted message to people who have an existing Messenger conversation with your business. Perfect for re-engaging with initial "Clicks to Messenger" ad conversations.

We need to start with the “Click to Messenger” ads first to establish that initial message with your customers (also so we can contact them with future “Sponsored Messages” ads).

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Ad Set Name

New Ad Set

Message Destination
Choose where you want to send people to message your business

☒ Messenger
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ Click to Messenger ▼

☐ WhatsApp Business
When a person clicks on your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people more likely to message in WhatsApp.

☐ Instagram Direct
Send people from ads into Direct conversations with your business. Your ad will only run on Instagram, and will be shown to people more likely to chat on Instagram Direct.

Budget & Schedule

Start Date
Aug 11, 2020 1:20 PM
Pacific Time

End - Optional
☐ Set an end date

[Show More Options](#)

Audience

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 3,200,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

[Close](#) [Back](#) [Next](#)

Close ✓ All edits saved

I get the best return on ad spend from retargeting people who have added an item to their cart, but didn't checkout. Typically they just need a question answered, which can be done via Messenger!

Create this Custom Audience based on your "Website Traffic" Facebook Pixel Events.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Audience

Create New Audience Use Saved Audience ▼

Custom Audiences [Create New](#) ▼

Search existing audiences

Exclude

Locations

People living in this location ▼

United States

United States

Include ▼ Search Locations Browse

Add Locations in Bulk

Age

18 ▼ 65+ ▼

Gender

All genders

Detailed Targeting

Include people who match ⓘ

Interests > Additional Interests > Khan Academy

Khan Academy

Interests > Additional Interests > Skillshare

Skillshare

Close ✓ All edits saved

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 3,200,000 people ⓘ

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

[Back](#) [Next](#)

Create a Custom Audience targeting people based on Facebook Pixel events tracked for each user.

Create a Website Traffic Custom Audience

1 Add People to Your Audience [Show Tips](#)

Include people who meet **ANY** of the following criteria:

1C Pixel

AddToCart in the past 30 days

From your events

- PageView
- GeneralEvent
- ViewContent
- ✓ AddToCart
- Search
- Form
- RemoveFromCart

Include More People Exclude People

2 Name Your Audience

Add to Cart BUT NO Purchase 23 X [Add Description](#)

Cancel Back Create Audience

EXAMPLE:

I created a Custom Audience of users who added an item to their cart, but EXCLUDE users from that audience that made a purchase.

This audience is perfect for Message ads as they most likely still have a question about your product or service and just need some customer service which you can provide via a Facebook Messenger chat!

Create a Website Traffic Custom Audience

1 Add People to Your Audience [Show Tips](#)

Include people who meet **ANY** of the following criteria:

1C Pixel

AddToCart

Refine by

Exclude people who meet any of the following criteria:

1C Pixel

Purchase in the past 30 days

Refine by

2 Name Your Audience

Add to Cart BUT NO Purchase 23 X [Add Description](#)

Cancel Back **Create Audience**

Offer this warm audience a helping hand via customer service to help close the sale!

New Campaign > New Ad Set > **New Ad**

Edit

Review

Primary Text

Hey! We saw you added our course to your cart, but didn't finish your checkout. Any questions I can help you with...

Headline

Headline!

Description · Optional

Description!

☐ Send people to chat with another Page

Call to Action

Send Message

When people click Send Message on an ad, they'll be able to send a message to your Page.

Message Template

Choose a template for beginning the chat after people tap on your ad. [Learn More](#)

Create New

Use Existing

☒ Start Conversations

Suggest prompts for people to tap to encourage them to start conversations with your business.

Edit

Preview in Messenger

☐ Generate Leads

Collect information from people interested in your business and continue the conversation with qualified leads directly in Messenger.

Review 1 Error

Page messages are disabled: The Send Message call-to-action cannot ... be used on pages with user messages disabled. Please change your Page settings. (#1885187)

Ad Preview

Destination Preview

☒ Preview On

8 Placements

Facebook Feeds

Coursenvy Sponsored

Hey! We saw you added our course to your cart, but didn't finish your checkout. Any questions I can help you with...

Like

Comment

Share

Feeds

Stories

Search

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close

✓ All edits saved

Back

Publish

Also notice this
ad error: "Page
message are
disabled"

New Campaign > New Ad Set > New Ad

Setup Error

Edit Review

Primary Text

Hey! We saw you added our course to your cart, but didn't finish your checkout. Any questions I can help you with...

Headline

Headline!

Description - Optional

Description!

☐ Send people to chat with another Page

Call to Action

Send Message

When people click Send Message on an ad, they'll be able to send a message to your Page.

Message Template

Choose a template for beginning the chat after people tap on your ad. [Learn More](#)

Create New Use Existing

☒ Start Conversations

Suggest prompts for people to tap to encourage them to start conversations with your business.

Edit Preview in Messenger

☐ Generate Leads

Collect information from people interested in your business and continue the conversation with qualified leads directly in Messenger.

Review 1 Error

Page messages are disabled: The Send Message call-to-action cannot be used on pages with user messages disabled. Please change your Page settings. (#1885187)

Ad Preview

Destination Preview

Preview On

8 Placements

Face Feeds

Coursevny Sponsored

Hey! We saw you added our course to your cart, but didn't finish your checkout. Any questions I can help you with...



MESSAGE

Headline!

SEND MESSAGE

Like Comment Share

Feeds



Stories



Search

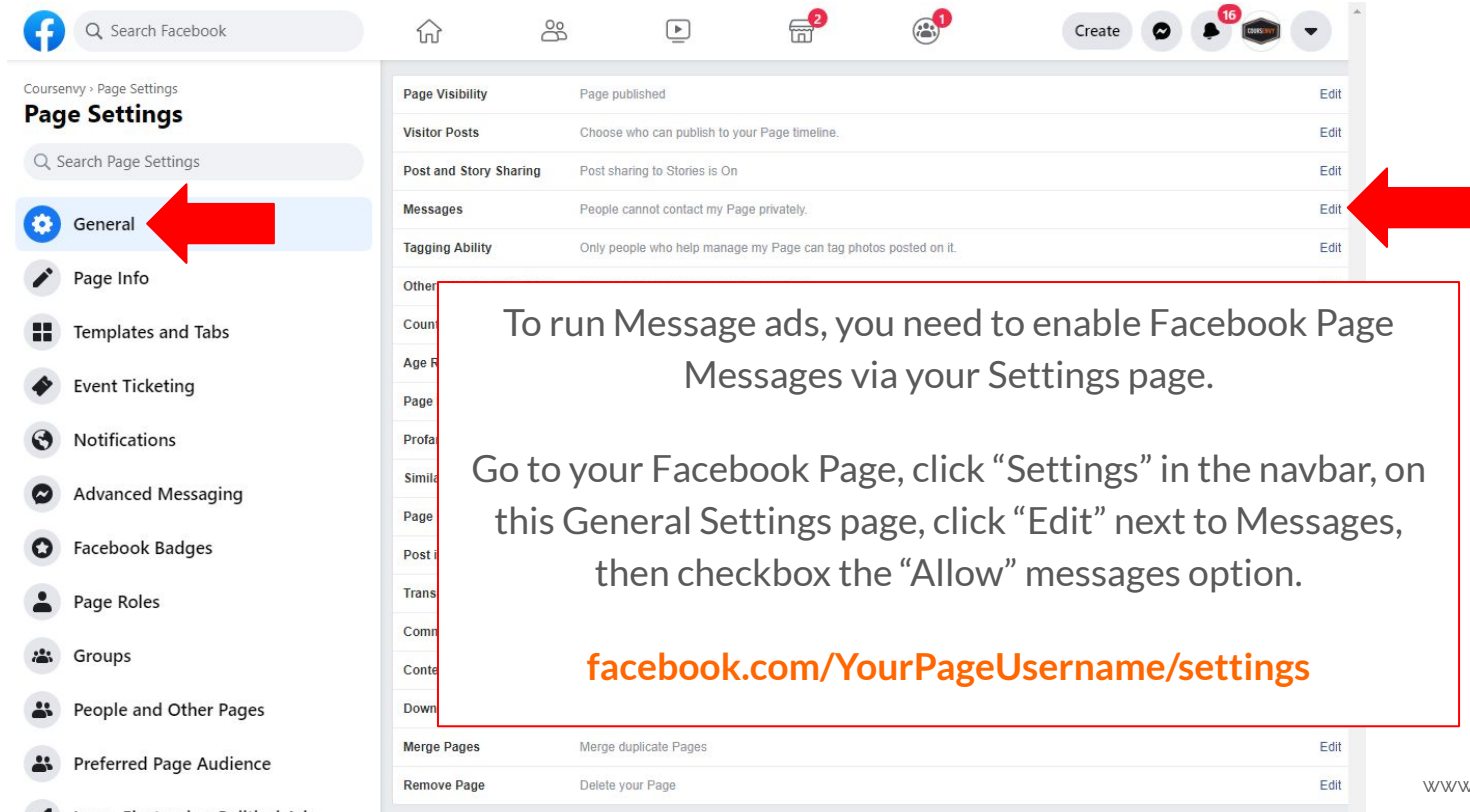
By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Back

Publish

Enable Messages on your Facebook Page



The screenshot shows the Facebook Page Settings interface. On the left, the 'General' tab is selected in the sidebar, indicated by a red arrow. In the main content area, the 'Messages' setting is highlighted, showing the text 'People cannot contact my Page privately.' and an 'Edit' button, which is also pointed to by a red arrow. A large red box is overlaid on the right side of the settings, containing instructional text and a URL.

To run Message ads, you need to enable Facebook Page Messages via your Settings page.

Go to your Facebook Page, click “Settings” in the navbar, on this General Settings page, click “Edit” next to Messages, then checkbox the “Allow” messages option.

facebook.com/YourPageUsername/settings

Create your Message Template.

Do you want to
“Start
Conversations”
(like our example
helping a warm
audience with
questions they
have) OR do you
want to “Generate
Leads”.

New Campaign > New Ad Set > New Ad

Send people to chat with another Page ⓘ

Call to Action

Send Message

When people click Send Message on an ad, they'll be able to send a message to your Page.

Message Template

Choose a template for beginning the chat after people tap on your ad. [Learn More](#)

Create New Use Existing

- ☒ **Start Conversations**
Suggest prompts for people to tap to encourage them to start conversations with your business.
[Edit](#) [Preview in Messenger](#)
- ☐ **Generate Leads**
Collect information from people interested in your business and continue the conversation with qualified leads directly in Messenger. [Learn More](#)
- ☐ **Advanced Setup**
Customize the experience people see in Messenger after they click on your ad.

Tracking

Conversion Tracking

- ☐ Facebook Pixel
- ☐ App Events

Offline Events ⓘ

Ad Preview **Destination Preview** Preview On

Coursenvy
Typically replies instantly

Hi Justin! Please let us know how we can help you.

When you reply, Coursenvy will be able to see your public info and which ad you clicked.

Can I make a purchase?

Can I give feedback?

Can I learn more about a product?

Ad rendering and interaction may vary based on device, format and other factors. ⓘ

By clicking the "Publish" button, you agree to Facebook's [Terms](#) and [Advertising Guidelines](#).

Close ✓ All edits saved

Back **Publish**

Select your
Message ad goal.

For this add to cart
retargeting
audience we are
targeting, we want
to "Start
Conversations".

New Campaign > New Ad Set > New Ad

Send people to chat with another Page ⓘ

Call to Action

Send Message

When people click Send Message on an ad, they'll be able to send a message to your Page.

Message Template

Choose a template for beginning the chat after people tap on your ad. [Learn More](#)

Create New Use Existing

☒ **Start Conversations**

Suggest prompts for people to tap to encourage them to start conversations with your business.

Edit Messenger

☐ **Generate Leads**

Collect information from people interested in your business and continue the conversation with qualified leads directly in Messenger. [Learn More](#)

☐ **Advanced Setup**

Customize the experience people see in Messenger after they click on your ad.

Tracking

Conversion Tracking

☐ Facebook Pixel

☐ App Events

Offline Events ⓘ

Ad Preview **Destination Preview** Preview On

Coursenvy Typically replies instantly

Hi Justin! Please let us know how we can help you.

When you reply, Coursenvy will be able to see your public info and which ad you clicked.

Can I make a purchase?

Can I give feedback?

Can I learn more about a product?

Ad rendering and interaction may vary based on device, format and other factors. ⓘ

By clicking the "Publish" button, you agree to Facebook's [Terms](#) and [Advertising Guidelines](#).

Close ✓ All edits saved

Back Publish

Create Template

Greeting

Welcome people to the conversation after they tap on your ad.

Text Only ▼

Hi Justin Please let us know how we can help you.

Customer Actions

Suggest questions or replies for customers to tap, or use a button to send people to your site.

Frequently Asked Questions ▼

Question #1

Can I make a purchase?

22/80

Automated Response - Optional

Enter the answer to this question.

Question #2

Can I give feedback?

20/80

Automated Response - Optional

Enter the answer to this question.

[Get help](#) or [See tips and examples](#).

Preview

Coursenvy

Typically replies instantly

Hi Justin! Please let us know how we can help you.

When you reply, Coursenvy will be able to see your public info and which ad you clicked.

Can I make a purchase?

Can I give feedback?

Can I learn more about a product?



This message may look different across devices. Select "Preview in Messenger" to send it to your device.

Preview in Messenger

Save and Finish

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close

✓ All edits saved

Back

Publish

Create FAQs to help answer your potential customers questions.

Sponsored Messages 101

Sponsored Messages can only be sent to recipients with previously-open threads from you. So any future messages from you are NOT flagged as spam. Talk about an AMAZING way to re-engage directly with a warm customer or lead!

This is a great way to re-engage with prospects who had previously expressed interest, but maybe didn't buy. Message them with a coupon off their first XYZ! Or how about letting them know about a new product launch, etc?! The opportunities are endless for bringing the customer back to your store!

Once we have that initial message thread started with customers, we can target those users via Sponsored Message ads.

In this new Messages Ad campaign, select the “Sponsored Message” option and our Facebook Page at the AD SET level.

New Campaign > New Ad Set > 1 Ad

Setup Error

Edit Review

Ad Set Name

New Ad Set

Message Destination

Choose where you want to send people to message your business

☒ Messenger

Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ Sponsored Message

from

Coursenvy

☐ WhatsApp Business

When a person clicks on your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people more likely to message in WhatsApp.

☐ Instagram Direct

Send people from ads into Direct conversations with your business. Your ad will only run on Instagram, and will be shown to people more likely to chat on Instagram Direct.

Budget & Schedule

Sponsored Messages Campaigns can Take Multiple Days to Reach Each Person

Pausing a campaign within two days can lower delivery.

Start Date

Aug 13, 2020 12:23 PM

Pacific Time

End - Optional

☒ Set an end date

Close All edits saved

Back Next

Review 1 Error

No Country Selected for Audience: Select at least one country for your audience. (#2446385)

Audience Definition

Create your greeting and quick reply options.

And notice the
"Connect Your Bot"
link at the bottom.

New Campaign > New Ad Set > New Ad

Format

☐ Text Only ☒ Text & Image

Text Greeting

Hey Justin

Add Personalization

Image

Recommended image size: 1200 x 628 pixels

Select Image

Image Title

Enter a title for your image

Image Subtitle (Optional)

Enter a subtitle to provide more information

Customer Actions

Select the action you want people to take. Suggest quick replies for customers to tap, or use a button to send people to your site.

Quick Replies

Quick Reply #1

Remove

Reply Text

I'm interested

Connect Your Bot

+ Add another quick reply

Edit Review

Messenger Preview

Messenger Conversation

1 of 2



Coursenvy

Typically replies instantly

Hey Justin

When you reply, Coursenvy will be able to see your public info and which ad you clicked.

I'm interested



GIF



By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Back

Publish



Coursenvy®

www.Coursenvy.com

Facebook Messenger Chatbots

Most customer questions can be boiled down to a few Frequently Asked Question... so why not outsource the process to a robot!

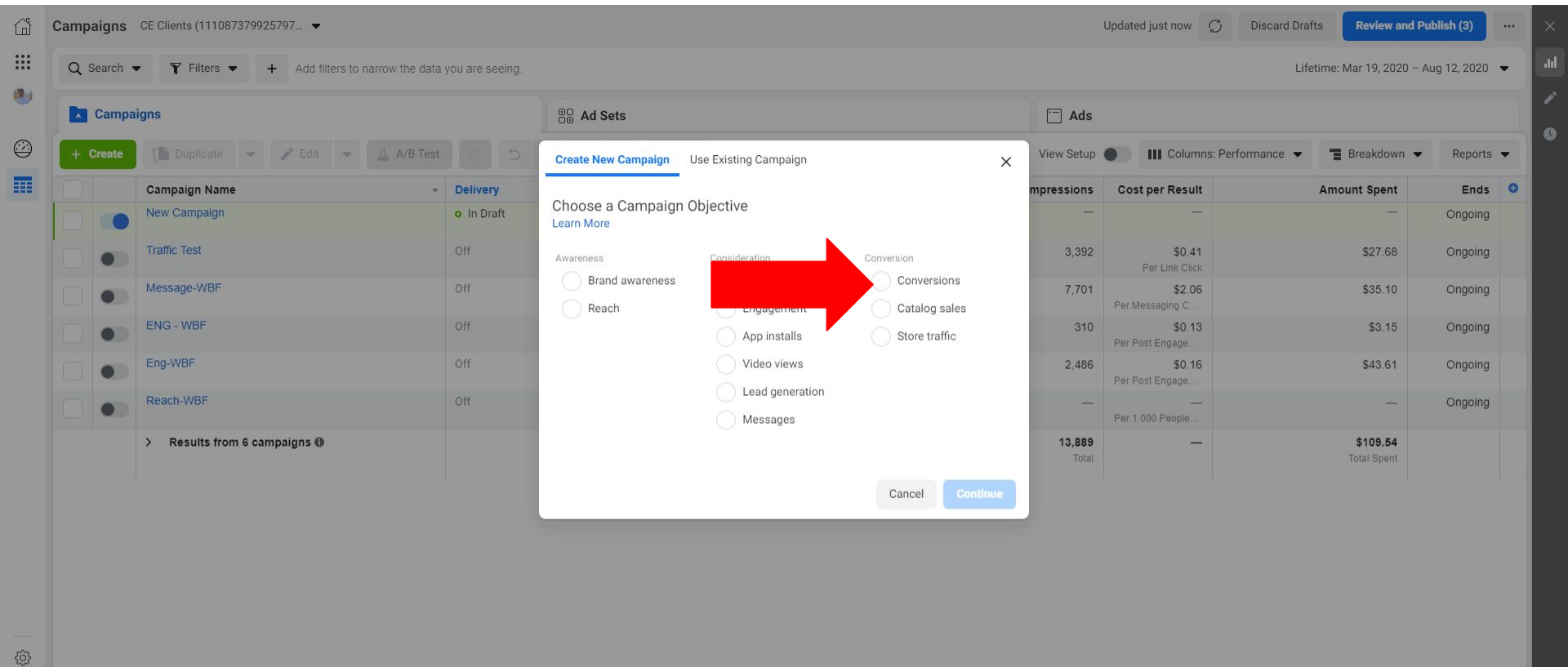
My favorite chatbots include:

- **Chatfuel:** <https://chatfuel.com>
- **ManyChat:** <https://manychat.com>

****Check out our **Messenger Chat Bots Ultimate Guide** lecture for a Messenger Chatbot tutorial.****

Conversions

Campaign Objective - Conversions



The screenshot shows the Facebook Ads Manager interface. A modal dialog titled "Choose a Campaign Objective" is open, allowing the user to select a campaign objective. The dialog is divided into three categories: Awareness, Consideration, and Conversion. The "Conversion" category is selected, and a red arrow points to the "Conversions" option. The background shows a list of campaigns and a table of performance metrics.

Campaigns CE Clients (111087379925797... ▾

Updated just now ↻ Discard Drafts **Review and Publish (3)** ...

Search ▾ Filters ▾ + Add filters to narrow the data you are seeing. Lifetime: Mar 19, 2020 – Aug 12, 2020 ▾

Campaigns Ad Sets Ads

+ Create Duplicate ▾ Edit ▾ A/B Test

Choose a Campaign Objective [Learn More](#)

Awareness

- ☐ Brand awareness
- ☐ Reach

Consideration

- ☐ Engagement
- ☐ App installs
- ☐ Video views
- ☐ Lead generation
- ☐ Messages

Conversion

- ☒ Conversions
- ☐ Catalog sales
- ☐ Store traffic

Cancel Continue

Impressions	Cost per Result	Amount Spent	Ends
—	—	—	Ongoing
3,392	\$0.41 Per Link Click	\$27.68	Ongoing
7,701	\$2.06 Per Messaging C...	\$35.10	Ongoing
310	\$0.13 Per Post Engage...	\$3.15	Ongoing
2,486	\$0.16 Per Post Engage...	\$43.61	Ongoing
—	— Per 1,000 People...	—	Ongoing
13,889 Total	—	\$109.54 Total Spent	

Conversions 101

When To Use: To track/measure conversions on your website or app using Facebook pixel events.

What Platforms: Facebook, Instagram, Audience Network, Messenger

Which Ad Formats: Single Image, Single Video, Carousel, Slideshow, Collection

BEST PRACTICES: Conversions

- I see the best results for my clients Conversions campaigns when I retarget very WARM (or even better, HOT) audience. These are users at touch point #6 or #7 and ready to make a purchase or make their next purchase!
- Conversion ads work hand in hand with your Facebook Pixel and are used to increase sales, sign-ups, or any other desired ACTION on your website. The more data your Pixel has, the better!
- Once I have a Facebook Pixel installed on a website and all my custom conversions/events and audiences created and tracking (i.e. add to cart, sale, sign-up, etc.), now is the time to put Facebook Conversion ads to work. Your goal is to have so much data in your Events and Custom Audiences, that Facebook can target the correct people that are most likely to take action!
- DO NOT start Conversions Ads until you have built up your Custom Audiences and Facebook Pixel data for at least a few weeks!

You can view
your Events
on your Events
Manager page.

facebook

Events Manager

+ Connect Data Sources

Data Sources

Custom Conversions

Partner Integrations

Shortcuts

- Ads Manager
- Audiences
- Business Settings
- Events Manager**
- Page Posts
- Catalog Manager

Manage Business

- Account Quality
- Billing
- Brand Safety
- Business Settings
- Events Manager**
- Images and Videos

Active

Last received 12 minutes ago

Pixel

4666812109

Websites

learn.coursenvy.com

+8 more

History Settings

Search by event 0/50 All events

Used by	Connection Method	Total Events ↓
	Browser	35.1K Last received 12 minutes ago
	Browser	9.8K Last received 12 minutes ago
	Browser	459 Last received 29 minutes ago
	Browser	350 Last received 36 minutes ago
10 Ad Sets	Browser	94 Last received 4 days ago
	Browser	88 Last received 1 hour ago
	Browser	81 Last received 1 day ago
	Browser	63 Last received 23 hours ago

Coursenvy.com

BEST PRACTICES: Conversions

EXAMPLE:

- If you're trying to get people to purchase a product, retarget a warm Custom Audience of people who went to a specific product page, but did not make a purchase.
- So I will use Traffic ads to build up my Custom Audience size, then I will use Conversion ads (with the Purchase conversion) to retarget that Custom Audience and close the sale!

BEST PRACTICES: Conversions Landing Pages

The last thing you want to do is PAY to send people to a bad landing page/website! The goal is to get your potential customer to instantly land on your lead capture page and know what to do to claim your offer, make a purchase, etc.

- Learn more about creating AMAZING landing pages at this blog post:
<https://www.coursenvy.com/what-is-a-landing-page>

Select the **Conversion Event Location** and **Conversion Event** you want to track for this Conversion objective ad campaign (for example, Website → Purchase).

Conversion

Conversion Event Location

☒ Website

☐ App

☐ Messenger

Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ WhatsApp

Send people from ads into WhatsApp conversations with your business, then track conversion events, such as website visits and app activity.

Pixel

Learn/Coursenvy.com Pixel

Pixel ID: 46668121093

Conversion Event

Choose an event

ACTIVE

☒ Learn.CE - JOINED ANY COURSE

1.9K events received

☒ Lead

459 events received

☒ Initiate Checkout

351 events received

☒ Purchase

94 events received

☒ Search

+ Define a New Custom Conversion

Start Date

Close ✓ All edits saved

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Your criteria is currently set to allow detailed targeting expansion. ⓘ

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Reach ⓘ

165 - 475

Conversions ⓘ

< 10

If the Conversion you want to track is not on the list, you can “Define a New Custom Conversion”.

Back

Next

Navigation: New Campaign > New Ad Set > 1 Ad

Buttons: Edit, Review

Create a Custom Conversion

Name eBook Download Lead 19/50 **Description - Optional** Add a description (optional) 0/100

Data Source Learn/Coursenvy.com Pixel

Conversion Event All URL Traffic

Choose a Standard Event for Optimization
Facebook selected category
We use information about your business to automatically choose a category for you
[Select your own category](#)

Rules
This custom conversion must meet all of these rules:

- URL contains coursenvy.com/thanks-ebook

☐ Enter a conversion value

Buttons: Cancel, Create

Audience Definition
Your audience selection is fairly broad.
Potential Reach: 230,000,000 people
Your criteria is currently set to allow detailed targeting expansion.

Estimated Daily Results
Based on 7-day click and 1-day view conversion window
Reach: 165 - 475
Conversions

EXAMPLE:

I created an ebook lead capture page. Once the user submits their email address the form redirects to the URL:

coursenvy.com/thanks-ebook

When a user lands on this page, it equals a Conversion for this ad.

Next, I will select a **Custom Audience** to retarget for this Conversion objective campaign.

Conversion ads should be targeting a WARM audience that is familiar with your brand and just need one final reminder (touch point) to convert (e.g. make a purchase, sign up, etc.)

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Audience

[Create New Audience](#) Use Saved Audience ▼

Custom Audiences [Create New](#) ▼

Search existing audiences

Exclude

Locations

People living in or recently in this location ▼

United States

United States

Include ▼ Search Locations Browse

Add Locations in Bulk

Age

18 ▼ 65+ ▼

Gender

All genders

Detailed Targeting

Include people who match ⓘ

Search Add demographics, interests or behaviors Suggestions Browse

Exclude

Detailed Targeting Expansion ⓘ

Reach people beyond your detailed targeting selections when it's likely to improve

Close ✓ All edits saved

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Reach ⓘ

167 - 482

Conversions ⓘ

< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

[Back](#) [Next](#)

Retarget a WARM Custom Audience.

EXAMPLE:

I am retargeting ALL users who engaged with my Instagram account in the past 90 days.

Custom Audiences are a crucial part of your sales funnel. You can target your ads at users who have been on your website/app/page and convert them to purchase, sign up, etc.

The screenshot shows the Facebook Ads Manager interface. At the top, the breadcrumb navigation reads: New Campaign > New Ad Set > 1 Ad. The main header has 'Edit' and 'Review' tabs. The 'Audience' section is active, showing 'Create New Audience' and 'Use Saved Audience' options. Under 'Custom Audiences', the 'Engagement - Instagram' audience is selected, with a sub-label 'CA - ALL ENG - CE IG - 90 Days'. A search bar for existing audiences is visible. Below, a list of custom audiences is shown, including 'CA - WC - modMBAfreePurchased - 180 Days (BUYERS)', 'CL - modMBA LTV (BUYERS)', 'CA - WC - MMB LP - 180 Days', 'CA - WC - MMBpurchased - 180 Days (BUYERS)', 'CA - WC - MMB LP - 7 Days', 'CA - WC - modMBAfree LP - 7 Days', 'CA - WC - CE-ultimate-bundle - 180 Days', 'CA - WC - CE-ultimate-bundle - 7 Days', and 'CA - WC - ceBUNDLEpurchased - 180 Days (BUYERS)'. The 'Age' section shows '18' and '65+' dropdowns. The 'Gender' section shows 'All genders'. The 'Detailed Targeting' section has a search bar and 'Suggestions' and 'Browse' buttons. On the right, the 'Audience Definition' section shows a gauge and 'Audience definition is unavailable.' The 'Estimated Daily Results' section shows 'Reach 35 - 101' and 'Size: Not available'. A tooltip for the selected audience shows 'Name: CA - WC - modMBAfreePurchased - 180 Days (BUYERS)' and 'Type: Website'. At the bottom, there are 'Close', 'All edits saved', 'Back', and 'Next' buttons.

We can also
exclude a Custom
Audience.



New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Audience

[Create New Audience](#) Use Saved Audience ▼

Custom Audiences [Create New](#) ▼

Search existing audiences

Exclude

Locations

People living in or recently in this location ▼

United States

United States

Include ▼ Search Locations Browse

Add Locations in Bulk

Age

18 ▼ 65+ ▼

Gender

All genders

Detailed Targeting

Include people who match ⓘ

Search Add demographics, interests or behaviors Suggestions Browse

Exclude

Detailed Targeting Expansion ⓘ

Reach people beyond your detailed targeting selections when it's likely to improve

Close ✓ All edits saved

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Reach ⓘ
167 - 482

Conversions ⓘ
< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

[Back](#) [Next](#)

EXAMPLE:
I will **INCLUDE** the Custom Audience of all Coursenvy.com traffic but **EXCLUDE** the Custom Audience of people who made it to the course checkout confirmation page.

By doing this, we are targeting warm users who have **NOT** made a purchase.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Audience

[Create New Audience](#) Use Saved Audience ▼

Custom Audiences

INCLUDE people who are in at least ONE of the following [Create New](#) ▼

Website

CA - WC - CE (ALL) - 90 Days

Search existing audiences

EXCLUDE people who are in at least ONE of the following

Website

CA - WC - modMBApurchased - 180 Days (BUYERS)

Search existing audiences

Locations

People living in or recently in this location ▼

United States

United States

Include ▼ Search Locations Browse

Add Locations in Bulk

Age

18 ▼ 65+ ▼

[Close](#) ✓ All edits saved

Audience Definition

 Audience definition is unavailable.

Potential Reach: Unavailable ⓘ

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Reach ⓘ

143 - 414

Conversions ⓘ

< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

[Back](#) [Next](#)

As usual, my 2 best performing ad formats are Single Images and Videos. Split test ads for yourself!

As for ad copy, make your call to action and value proposition VERY clear in your Conversion ads, like this example.

New Campaign > New Ad Set > New Ad

Format

Choose how you'd like to structure your ad.

☒ Single Image or Video

One image or video, or a slideshow with multiple images

☐ Carousel

2 or more scrollable images or videos

☐ Collection

Group of items that opens into a fullscreen mobile experience

Fullscreen Mobile Experience

☐ Add an Instant Experience

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media

Add Media

Create Slideshow

Create Video

Primary Text

1 of 5

Grow your email list to 1,200 people for FREE!

Add Options

Headline · Optional

1 of 5

Get your FREE eBook today only!

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close

All edits saved

Edit

Review

Preview On

15 Placements

Facebook Feeds

Coursenvy Sponsored

Grow your email list to 1,200 people for FREE!



LEARN.COURSENVY.COM

Get your FREE eBook today only!

LEARN MORE

Like

Comment

Share

Feeds

Stories

In-Stream

Back

Publish



Coursenvy®

www.Coursenvy.com

Catalog Sales

Campaign Objective - Catalog Sales

Facebook Ads Manager interface showing the "Create New Campaign" dialog box.

The dialog box prompts the user to "Choose a Campaign Objective" and lists three categories: Awareness, Consideration, and Conversion. A red arrow points to the "Catalog sales" option under the Conversion category.

Campaigns Table:

Campaign Name	Delivery
New Campaign	In Draft
Traffic Test	Off
Message-WBF	Off
ENG - WBF	Off
Eng-WBF	Off
Reach-WBF	Off

Results from 6 campaigns

Ads Table:

Impressions	Cost per Result	Amount Spent	Ends
3,392	\$0.41 Per Link Click	\$27.68	Ongoing
7,701	\$2.06 Per Messaging C...	\$35.10	Ongoing
310	\$0.13 Per Post Engage...	\$3.15	Ongoing
2,486	\$0.16 Per Post Engage...	\$43.61	Ongoing
13,889 Total	—	\$109.54 Total Spent	Ongoing

Catalog Sales 101

When To Use: To show products from your catalog based on your target audience

What Platforms: Facebook, Instagram, Audience Network, Messenger

Which Ad Formats: Single Image, Carousel

BEST PRACTICES: Catalog Sales

Once you create your [Business.Facebook.com](https://business.facebook.com) account you will be allowed to create a product catalog! Creating a product catalog allows you to **dynamically add** different products/services you sell to this Facebook inventory.

With this catalog, you can **dynamically retarget** visitors who clicked on XYZ product/service but didn't purchase! You all know these ads... the ones that seem to *follow* you around the internet.

Remember "touch points"... the potential customer looked at your product for a reason, then may have just gotten busy. Remind them that they forgot to buy it with **Catalog Sales** campaigns!

Which category best describes your business?



E-commerce
Products sold online



Travel
Hotels and vacation properties, flights or destinations



Real Estate
Rental properties and real estate listings



Auto
Different tiers of the auto market

www.facebook.com/products

The screenshot shows the Facebook Catalog Manager interface. At the top, there's a dark header with the Facebook logo, a hamburger menu, 'Catalog Manager', a search bar, and user profile 'Justin'. Below the header, the 'Catalogs' section is visible. A red arrow points to a blue 'Create Catalog' button. The main content area shows a table of catalogs with columns: Name, Number of Items, Your Access, Owned By, Diagnostics, and Recommendations. A blue box with text is overlaid on the left side of the table, and a white box with text is overlaid on the right side.

Catalogs

[All Catalogs](#)

Search catalogs

	Name ↑↓	Number of Items ↑↓	Your Access ⓘ	Owned By ↑↓	Diagnostics	Recommendations
☐						
☐						
☐						
☐						
☐						

Find More Help
[About Catalogs](#)
[About Catalog Manager](#)

The main reason I love Catalog Sales for my ecommerce clients is the dynamic ad creation. I don't have to upload each product image, rather Facebook pulls it directly from their ecommerce website via this catalog!

First, you need to create a Catalog.

We teach this in depth in our "FACEBOOK SHOPS" lecture series later in this course.

Once you select the **Catalog Sales** objective, select your Catalog name (also on the Campaign level).

New Campaign > 1 Ad Set > 1 Ad

[Edit](#) [Review](#)

Special Ad Categories Off
You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#)

Campaign Details

Buying Type
Auction

Campaign Objective

Awareness	Consideration	Conversion
☐ Brand awareness	☐ Traffic	☐ Conversions
☐ Reach	☐ Engagement	☒ Catalog sales
	☐ App installs	☐ Store traffic
	☐ Video views	
	☐ Lead generation	
	☐ Messages	



Catalog sales
Use your target audience to show people ads with items from your catalog.

Catalog
Products for Coursevny

[Show More Options](#)

[Close](#) [All edits saved](#) [Next](#)

One the AD SET level, select which **Product Set** you want to promote.

Typically I select All Products as I want to retarget potential customers to ANY product they have visited in the past.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Ad Set Name [Create Name Template](#)

New Ad Set

Promoted Products

Product Set
This product set contains 12 products. Products with images sized less than 500 x 500 pixels won't be used for Instagram ads. [Manage your Product Catalog.](#)

All Products +

Offer [Learn More](#) Off ☒

Drive more conversions by creating an offer people can save and get reminders about.

Budget & Schedule

Start Date
Aug 13, 2020 2:37 PM
Pacific Time

End - Optional
☐ Set an end date

[Show More Options](#)

Audience

[Create New Audience](#) Use Saved Audience

Audience Definition

Audience definition is unavailable.

Potential Reach: Unavailable

Estimated Daily Results

Reach
< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

Close ✓ All edits saved [Back](#) [Next](#)

Next is Audience.

My best return on
ad spend hands
down is
retargeting warm
audiences!

New Campaign > New Ad Set > 1 Ad

In Draft

Edit Review

Audience

Create New Audience

Use Saved Audience

- ☒ Retarget ads to people who interacted with your products on and off Facebook.
[Learn More](#)
- ☐ Find prospective customers even if they haven't interacted with your business.
[Learn More](#)

☒ Viewed or Added to Cart But Not Purchased

Promote products from **All Products** to people who viewed or added those products to cart in the last days

☐ Added to Cart But Not Purchased

Promote products from **All Products** to people who added those products to their cart in the last days

☐ Upsell Products

Promote **All Products** to people who viewed the product set below in the last days

☐ Cross-Sell Products

Promote **All Products** to people who purchased from the product set below in the last days

☐ Custom Combination

Promote **All Products** to a custom audience based on how people interact with products

[Show More Options](#)

Audience Definition



Audience definition is unavailable.

Potential Reach: Unavailable

Estimated Daily Results

Reach

< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

Placements

[Learn More](#)

Close ✓ All edits saved

Back [Next](#)

Then select the
type of visitor you
want to retarget.

New Campaign > New Ad Set > 1 Ad

EditReview

Audience

Create New AudienceUse Saved Audience

☒ Retarget ads to people who interacted with your products on and off Facebook.
[Learn More](#)

☐ Find prospective customers even if they haven't interacted with your business.
[Learn More](#)

☒ Viewed or Added to Cart But Not Purchased
Promote products from **All Products** to people who viewed or added those products to cart in the last days

☐ Added to Cart But Not Purchased
Promote products from **All Products** to people who added those products to their cart in the last days

☐ Upsell Products
Promote **All Products** to people who viewed the product set below in the last days

☐ Cross-Sell Products
Promote **All Products** to people who purchased from the product set below in the last days

☐ Custom Combination
Promote **All Products** to a custom audience based on how people interact with products

Show More Options

Placements

Close

✓ All edits saved

Audience Definition

Audience definition is unavailable.

Potential Reach: Unavailable

Estimated Daily Results

Reach

< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

In Draft

BackNext

Coursenvy®

www.Coursenvy.com

Again, the “busy” user is my favorite one.

They viewed the product, maybe even added it to their cart, but life happens and they didn’t purchase it.

Remind them to with this ad!



New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Audience

[Create New Audience](#) Use Saved Audience ▾

☒ Retarget ads to people who interacted with your products on and off Facebook. [Learn More](#)

☐ Find prospective customers even if they haven't interacted with your business. [Learn More](#)

☒ **Viewed or Added to Cart But Not Purchased**
Promote products from **All Products** to people who viewed or added those products to cart in the last days

☐ **Added to Cart But Not Purchased**
Promote products from **All Products** to people who added those products to their cart in the last days

☐ **Upsell Products**
Promote **All Products** to people who viewed the product set below in the last days

☐ **Cross-Sell Products**
Promote **All Products** to people who purchased from the product set below in the last days

☐ **Custom Combination**
Promote **All Products** to a custom audience based on how people interact with products

[Show More Options ▾](#)

Placements [Learn More](#)

[Close](#) ✓ All edits saved

[Back](#) [Next](#)

Audience Definition

Audience definition is unavailable.

Potential Reach: Unavailable ⓘ

Estimated Daily Results

Reach ⓘ
< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

In Draft

Store Traffic

Campaign Objective - Store Traffic

The image shows the Facebook Ads Manager interface. A modal dialog box titled 'Create New Campaign' is open, allowing the user to choose a campaign objective. The dialog is divided into three columns: Awareness, Consideration, and Conversion. Under the Consideration column, the 'Store traffic' option is selected, indicated by a red arrow. The background shows a list of campaigns and a table of ad performance metrics.

Campaigns CE Clients (111087379925797... ▾

Updated just now ↻ Discard Drafts **Review and Publish (3)** ...

Search ▾ Filters ▾ + Add filters to narrow the data you are seeing. Lifetime: Mar 19, 2020 – Aug 12, 2020 ▾

Campaigns Ad Sets Ads

+ Create Duplicate ▾ Edit ▾ A/B Test ↺

	Campaign Name ▾	Delivery
☐	New Campaign	In Draft
☐	Traffic Test	Off
☐	Message-WBF	Off
☐	ENG - WBF	Off
☐	Eng-WBF	Off
☐	Reach-WBF	Off

> Results from 6 campaigns ⓘ

Create New Campaign Use Existing Campaign

Choose a Campaign Objective [Learn More](#)

Awareness Consideration Conversion

☐ Brand awareness ☐ Traffic ☐ Conversions

☐ Reach ☐ Engagement ☐ Catalog sales

☐ Video views ☒ Store traffic

☐ Lead generation

☐ Messages

Cancel Continue

Impressions	Cost per Result	Amount Spent	Ends
—	—	—	Ongoing
3,392	\$0.41 Per Link Click	\$27.68	Ongoing
7,701	\$2.06 Per Messaging C...	\$35.10	Ongoing
310	\$0.13 Per Post Engage...	\$3.15	Ongoing
2,486	\$0.16 Per Post Engage...	\$43.61	Ongoing
—	— Per 1,000 People...	—	Ongoing
13,889 Total	—	\$109.54 Total Spent	

Store Traffic 101

When To Use: To promote business locations to people nearby.

What Platforms: Facebook

Which Ad Formats: Single Image, Single Video, Carousel, Slideshow, Collection

BEST PRACTICES: Store Traffic

The Store Traffic objective was created specifically for businesses with **physical locations**.

Store Traffic ads let you to target people around your physical business location!

Two of my favorite features include helping customers navigate to your store and the ability to contact you via the Store Traffic ads call-to-action buttons **Get Directions** or **Call Now!**

Select your
Facebook Page
with a Physical
Address Location
set.

New Campaign > 1 Ad Set > 1 Ad

In Draft

Edit Review

Campaign Details

Buying Type

Auction

Campaign Objective

Awareness	Consideration	Conversion
☐ Brand awareness	☐ Traffic	☐ Conversions
☐ Reach	☐ Engagement	☐ Catalog sales
	☐ App installs	☒ Store traffic
	☐ Video views	
	☐ Lead generation	
	☐ Messages	



Store traffic

Show your ad to people most likely to visit your physical stores when they're near them. [Learn More](#)

Page

 Coursenvy

Close ✓ All edits saved

Next

Add/Edit Store Locations

How to Add and Edit Store Locations for your Facebook Page:

https://business.facebook.com/business_locations

Manage Store Locations for Your Facebook Page:

https://www.facebook.com/business/help/293042287781370?helpref=faq_content

facebook

Store Locations

+ Add Stores

Stores

Stores

Search stores

Add Stores Edit Stores Remove Stores Create Store Set Download Stores

Columns Filters

	Store ID	Name	Full Address	Phone	Store Status	Services Available
☐	1	Coursenvy (Arts District)	1019 E 4th Place, Los Angeles, CA 90013	(323) 300-4885	Open	—

First we need to
"Create a New
Store Set".

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Ad Set Name [Create Name Template](#)

New Ad Set

Page
Choose the Facebook Page you want to promote.

 Coursenvy
1 Store

Stores

Page
 Coursenvy

Store Sets
Choose a Store Set

[Create a New Store Set](#)

Offer Off
Drive more conversions by creating an offer people can save and get reminders about.
[Learn More](#)

Budget & Schedule

Start Date
Aug 13, 2020 2:56 PM
Pacific Time

[Close](#) ✓ All edits saved [Back](#) [Next](#)

Estimated Daily Results
Your audience targeting is incomplete. Select at least one location, or choose a Custom Audience.

Search for your
store.



Create or Update a Store Set

1 Choose stores 2 Define area 3 Confirm

Enter an address, city, or town to search for stores

Bulk Add Browse

Add Stores

Search or browse to add stores to your set

0 stores selected

Continue

Estimated Daily Results

Your audience targeting is incomplete. Select at least one location, or choose a Custom Audience.

Budget & Schedule

Start Date

Aug 13, 2020 2:56 PM

Pacific Time

Close

✓ All edits saved

Back

Next

Select your
store/s.

Create or Update a Store Set

1 Choose stores 2 Define area 3 Confirm

Search Enter an address, city, or town to search for stores Bulk Add Browse

United States (1 store)

California (1 store)

Los Angeles (1 store)

1019 E 4th Place

1 store selected

Continue



Next set your area to target. You can select “Fixed radius” or “Automatic radius” (let Facebook optimize your area for you).

Depending on your city, you should have a general idea of how far people will commute for your store’s product/service.

Create or Update a Store Set

1 Choose stores 2 Define area 3 Confirm



Targeting area Fixed radius ▼

Radius size 9 miles ▼

Show your ads to people who are within a fixed distance of your stores.
[Learn More](#)

Back Continue

Estimated Daily Results

Your audience targeting is incomplete. Select at least one location, or choose a Custom Audience.

Start Date

Aug 13, 2020

2:56 PM

Pacific Time

Close ✓ All edits saved

Back Next

Create your
Store Set.

Create or Update a Store Set

Choose stores Define area Confirm

Summary
Country: United States
Stores: 1 of 1 selected
Targeting Area: Fixed radius (9 miles)

☒ Save this store set to use in future campaigns

Name

Back Create

Estimated Daily Results

Your audience targeting is incomplete. Select at least one location, or choose a Custom Audience.

Offer
Drive more conversions by creating an offer people can save and get reminders about.
[Learn More](#)

Budget & Schedule

Start Date

Aug 13, 2020

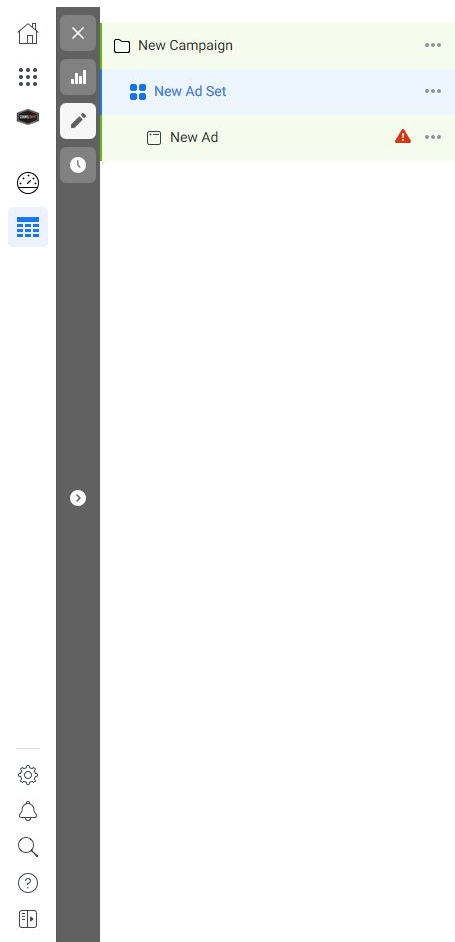
2:56 PM

Pacific Time

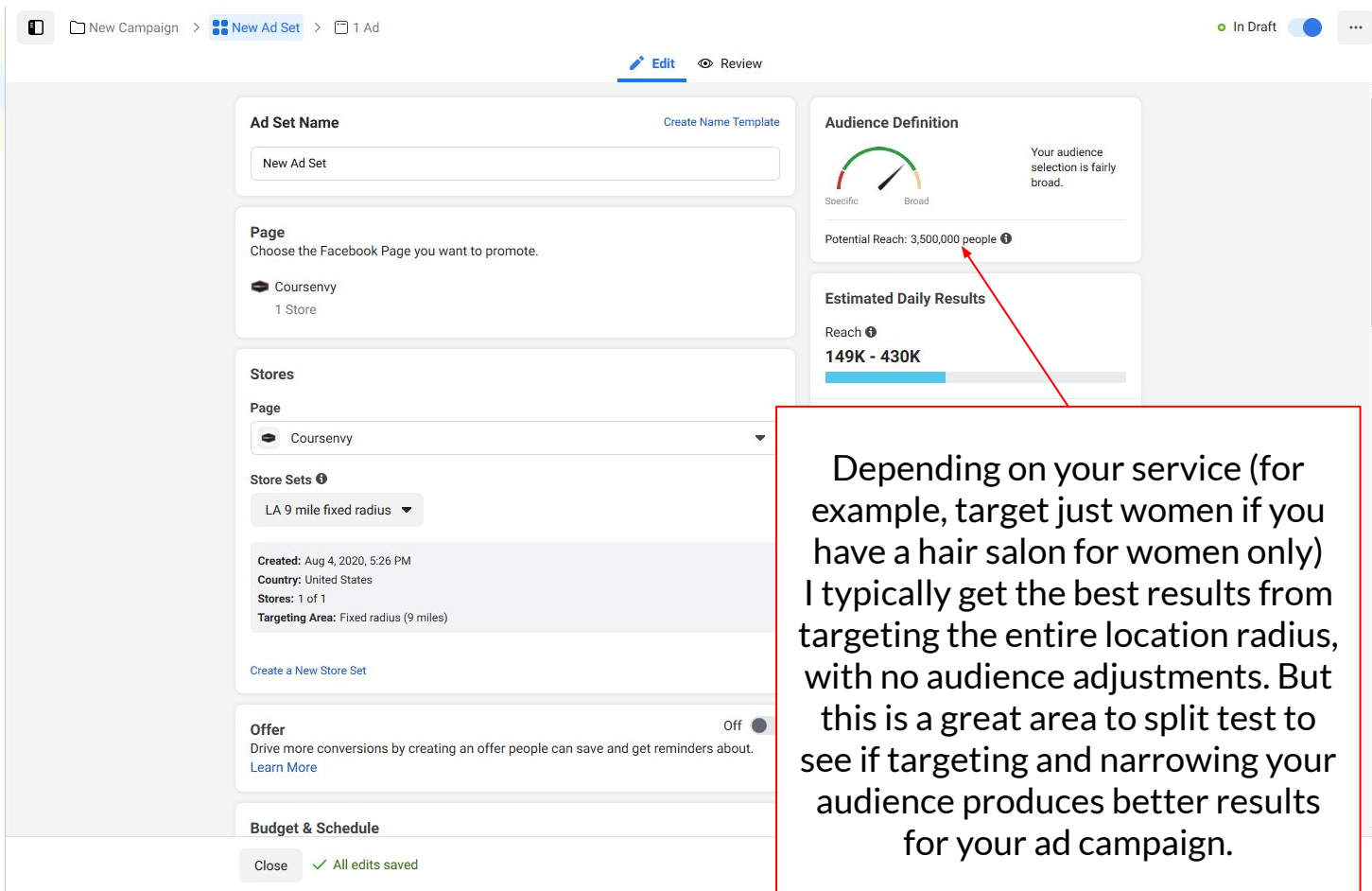
Close ✓ All edits saved

Back

Next



A vertical sidebar navigation menu for the Coursenvy platform. It features a dark grey background with a series of white icons: a home icon, a grid of dots, a bar chart, a pencil, a clock, and a calendar. Below these icons is a white circular arrow icon. The sidebar is positioned on the left side of the interface.



The main configuration page for a new ad set. The breadcrumb trail at the top reads: New Campaign > New Ad Set > 1 Ad. The page is in 'In Draft' status, indicated by a green dot and the text 'In Draft' in the top right corner. The page is divided into several sections:
1. **Ad Set Name:** A text input field containing 'New Ad Set' with a 'Create Name Template' link.
2. **Page:** A section titled 'Choose the Facebook Page you want to promote.' showing 'Coursenvy' with '1 Store'.
3. **Stores:** A section showing 'Coursenvy' as the selected page.
4. **Store Sets:** A section with a dropdown menu set to 'LA 9 mile fixed radius'. Below this, it shows 'Created: Aug 4, 2020, 5:26 PM', 'Country: United States', 'Stores: 1 of 1', and 'Targeting Area: Fixed radius (9 miles)'. There is a 'Create a New Store Set' link.
5. **Offer:** A section titled 'Drive more conversions by creating an offer people can save and get reminders about.' with a toggle switch set to 'Off' and a 'Learn More' link.
6. **Budget & Schedule:** A section at the bottom with a 'Close' button and a green checkmark indicating 'All edits saved'.
7. **Audience Definition:** A section on the right with a gauge showing 'Specific' to 'Broad' and text stating 'Your audience selection is fairly broad.' and 'Potential Reach: 3,500,000 people'.
8. **Estimated Daily Results:** A section on the right showing 'Reach' of '149K - 430K' with a blue progress bar. A red arrow points from the 'Potential Reach' text to the 'Reach' section.

Depending on your service (for example, target just women if you have a hair salon for women only) I typically get the best results from targeting the entire location radius, with no audience adjustments. But this is a great area to split test to see if targeting and narrowing your audience produces better results for your ad campaign.

When you have multiple stores, you can select the “Ad Voice” option to cater your ads branding to which location you are promoting.

The Main Page is your main Facebook page name “**Coursenvy**”, while the Local Page is your business location page name “**Coursenvy (Arts District)**”.



Identity

Facebook Page

Coursenvy

Instagram Account

coursenvy

Ad Voice

☒ Main Page

☐ Local Pages

Ads will be delivered for locations with the following options on Facebook placements

- Main Page name
- Clicks on ad will take people to Main Page
- Likes and comments will appear on the post
- Directions, phone numbers, etc. will be for Local Page

Ad Setup

Format

Choose how you'd like to structure your ad.

☒ Single Image or Video
One image or video, or a slideshow with multiple images

☐ Carousel
2 or more scrollable images or videos

☐ Collection
Group of items that opens into a fullscreen mobile experience

[Edit](#) [Review](#)

Page settings. (#1885187)

[Ad Preview](#)

Destination Preview

☒ Preview On

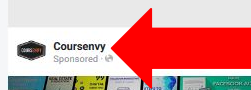
5 Placements

Facebook Feeds

Feeds



Stories



Ad rendering and interaction may vary based on device, format and other factors.

By clicking the "Publish" button, you agree to Facebook's [Terms](#) and [Advertising Guidelines](#).

[Close](#) [All edits saved](#)

[Back](#) [Publish](#)

When you have multiple stores, you can select the “Ad Voice” option to cater your ads branding to which location you are promoting.

The Main Page is your main Facebook page name “**Coursenvy**”, while the Local Page is your business location page name “**Coursenvy (Arts District)**”.



Identity

Facebook Page

Coursenvy

Instagram Account

coursenvy

Ad Voice

- ☐ Main Page
☒ Local Pages

Ads will be delivered for locations with the following options on Facebook placements

- Local Page name
- Clicks on ad will take people to Local Page
- Likes and comments will appear on the post, filtered by the closest page
- Directions, phone numbers, etc. will be for Local Page

Ad Setup

Format

Choose how you'd like to structure your ad.

- ☒ Single Image or Video
One image or video, or a slideshow with multiple images
- ☐ Carousel
2 or more scrollable images or videos
- ☐ Collection
Group of items that opens into a fullscreen mobile experience

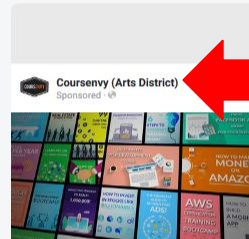
Edit Review

Preview On

5 Placements

Facebook Feeds

Feeds



Stories

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Back Publish

On the AD level is where you can really dig into split test campaigns to see what works for your Store Traffic ads. I see the best results from **Carousel** format ads with a **MAP CARD**.

You can also split test the Call to Action button destination. We see the best results using the CTA "Get Directions" and a Destination of "Open in map".

Media

- ☒ Manually choose images, videos and links
- ☐ Fill carousel cards dynamically from a product set

Carousel Cards

-  Map
-  Enter headline, description and URL
-  Enter headline, description and URL
-  Enter headline, description and URL

+ Add Media

- ☐ Add a card at the end with your Page profile picture
- ☒ Add a map card showing your nearest stores

Primary Text

Tell people what your ad is about

Destination

- ☐ Store Locator
- ☒ Open in map
- ☐ Website URL

Call to Action

Get Directions

Add a link to a map so people can tap your ad to get directions to your

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

Close

Edit Review

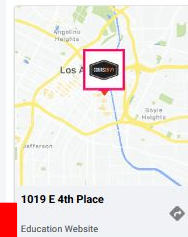
Preview On

5 Placements

Facebook Feeds

Coursenvy (Arts District)

Sponsored



1019 E 4th Place

Education Website

Like Comment Share

Feeds

Stories

Ad rendering and interaction may vary based on device, format and other factors.

Back

Publish

Provide a
STRONG call to
action and reason
they should come
to your store...
maybe a one day
sale, a free dessert
with any
purchase... the
value proposition
ideas are endless!



Media

☒ Manually choose images, videos and links

☐ Fill carousel cards dynamically from a product set ⓘ

Carousel Cards

⋮ Map

⋮ Enter headline, description and URL

⋮ Enter headline, description and URL

⋮ Enter headline, description and URL

Add Media ▾

☐ Add a card at the end with your Page profile picture

☒ Add a map card showing your nearest stores ⓘ

Primary Text

Visit us at

Destination

☐ Store Locator

☒ Open in map

☐ Website URL

Call to Action

By clicking the "Publish" button, you agree to Facebook's Terms and Privacy Policy and our Advertising Guidelines.

Close All edits saved

Name

Phone Number

City

Postcode

Region

Street Address

Opening Status

Opening Hours

Don't forget to add dynamic
page fields that pull data from
each Facebook page.

Back Publish

One required split test I do for all my clients is the **Call to Action** button. What do you want from your potential customers? Maybe you are a professional XYZ business offering free consultations and want them to **CALL NOW**. So try split testing this campaign with the CTA variable (Call Now vs Send Message, etc.)



New Campaign > New Ad Set > New Ad

Map

+ Enter headline, description and URL

+ Enter headline, description and URL

+ Enter headline, description and URL

+ Add Media

☐ Add a card at the end with your Page profile picture

☒ Add a map card showing your nearest stores

Primary Text

Visit us at

☐ Call Now

☒ Get Directions

☐ Learn More

☐ Order Now

☐ Shop Now

Get Directions

Add a link to a map so people can tap your ad to get directions to your business.

Edit Review

Preview On

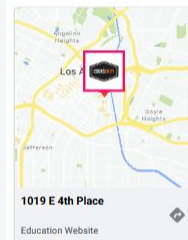
5 Placements

Facebook Feeds

Coursenvy (Arts District)

Sponsored

Visit us at 1019 E 4th Place Los Angeles



1019 E 4th Place

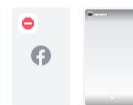
Education Website

Like Comment Share

Feeds



Stories



Ad rendering and interaction may vary based on device, format and other factors.

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Back Publish

How to Edit Published Ads

Once you publish a campaign on Facebook, you can still edit and add to that Campaign.

The only thing you can't edit once a Campaign is published, is changing the Campaign Objective.

Campaigns Coursenvy.com Ad Account (5...)

Search Filters + Add filters to narrow the data

+ Create Duplicate Edit

	Campaign Name	Status
☐	BOF-99modMBA-8-10-RTmodMBAfreeBUYERS	On
☒	CONV-modMBAfree-USA8-3-LAbuyers	On
☐	BOF-99modMBA-6-30 [RTmodMBAfreeBUYERS]	On
☐	CONV-modMBA-USA-8-10-LAbuyers	Off
☐	LEAD-AdAgency8-3-UK	Off
☐	LEAD-AdAgency8-3-AUS	Off
☐	CONV-modMBAfree-USA8-3-BBA	Off
☐	LEAD-AdAgency8-3-USA	Off
☐	LEAD-AdAgency8-1	Off
☐	LEAD-bizOwnerAward-modMBA-7-31	Off
☐	LEAD-parents18-26-modMBA-7-31	Off
☐	LEAD-parentsTEEN-modMBA-7-31	Off
☐	CONV-bizOwnerAward-modMBA-7-30	Off

> Results from 241 campaigns ⓘ
Excludes deleted items

CONV-modMBAfree-USA8-3-LAbuyers > 5 Ad Sets > 5 Ads

Active

Campaign Name Create Name Template

CONV-modMBAfree-USA8-3-LAbuyers

Special Ad Categories Off

You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#)

Campaign Details

Buying Type

Auction

Campaign Objective

Conversions

Show More Options

To edit a published campaign, ad set, or ad, simply select the campaign name in your Ads Manager, then click the **Edit** link or button at the top of your Ads Manager dashboard.

Close Discard Draft Publish

Split Testing 101

Split Testing 101

Split Testing is a crucial part of creating Facebook campaigns. The goal is to test **ONE variable** difference at a time in Facebook campaigns to identify the best combination of variables! This can mean testing a different image, ad copy, call to action button, audience/targeting, placement, etc.

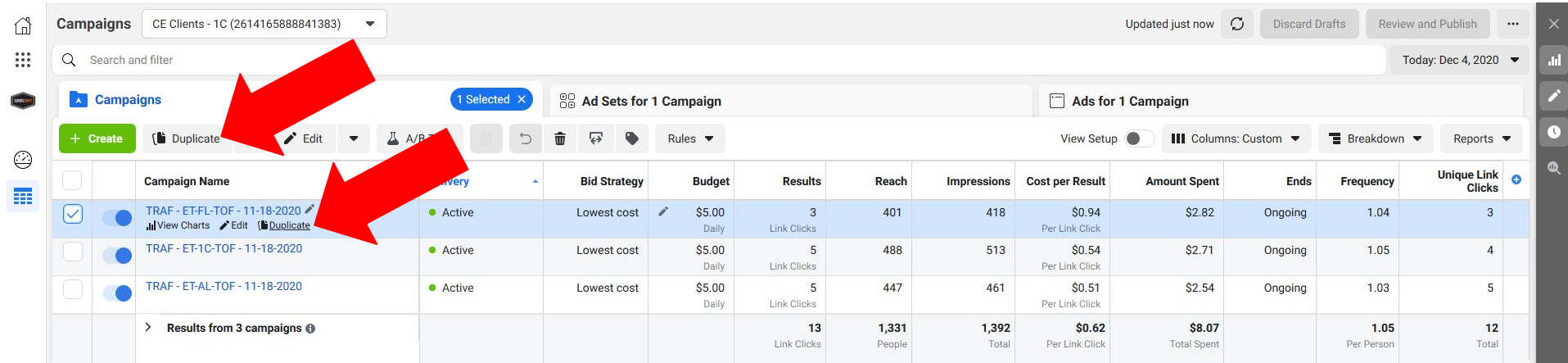
Just make sure to test only **ONE variable** at a time otherwise if you test multiple variations in a new campaign and that campaign performs better, you won't be able to tell what variable was the cause! By testing one variation difference at a time, you can identify the cause of the success or failure from campaign to campaign.

- Think back to your high school science classes and **hypothesis testing**. You would have your control group, then you would change **ONE variable** in the test group in order to document the differences/results!

#1 - Manually Split Test Facebook Ads

Manually split test an ad via the DUPLICATE option in your Ads Manager.

- Select the checkbox next to the **Campaign** (or **Ad Set**, or **Ad**) you want to duplicate.
- Click the Duplicate option.
- Edit **ONE** variable in the new duplicated, split test. Click Publish.



The screenshot displays the Facebook Ads Manager interface. At the top, the 'Campaigns' tab is selected, showing a list of campaigns. The first campaign, 'TRAF - ET-FL-TOF - 11-18-2020', is selected. The 'Duplicate' button is highlighted in the top toolbar, and the 'Duplicate' link is highlighted in the first campaign row. The table below shows the details of the selected campaign and its results.

Checkbox	Campaign Name	Status	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
☒	TRAF - ET-FL-TOF - 11-18-2020	Active	Lowest cost	\$5.00 Daily	3 Link Clicks	401	418	\$0.94 Per Link Click	\$2.82	Ongoing	1.04	3
☐	TRAF - ET-1C-TOF - 11-18-2020	Active	Lowest cost	\$5.00 Daily	5 Link Clicks	488	513	\$0.54 Per Link Click	\$2.71	Ongoing	1.05	4
☐	TRAF - ET-AL-TOF - 11-18-2020	Active	Lowest cost	\$5.00 Daily	5 Link Clicks	447	461	\$0.51 Per Link Click	\$2.54	Ongoing	1.03	5
> Results from 3 campaigns					13 Link Clicks	1,331 People	1,392 Total	\$0.62 Per Link Click	\$8.07 Total Spent		1.05 Per Person	12 Total

How to Manually Split Test Facebook Ads

Select how many duplicate copies you want create. For ADS and AD SETS, select to create it in the Original Campaign.

EXAMPLE: If you want to just test ONE variable/difference, only create ONE copy.

The screenshot shows the Facebook Ads Manager interface. At the top, there's a search bar and a dropdown menu for 'CE Clients - TC (2614165888841383)'. Below this, there's a 'Campaigns' section with a '1 Selected' button. A red arrow points from the 'Duplicate' button in the top bar to the 'Duplicate Ad Into' dialog box. The dialog box has a title 'Duplicate Ad Into:' and a close button. It contains the following options:

- Select a campaign for your ad
 - ☒ Original campaign
 - ☐ Existing campaign
 - ☐ New campaign
- ☐ Create a test to compare a new ad to your original ad
- Number of copies of each ad:
- ☒ Show existing reactions, comments and shares on new ads

At the bottom of the dialog, there are 'Cancel' and 'Duplicate' buttons. A red arrow points from the 'Number of copies of each ad' input field to the value '1'.

Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate
3 Link Clicks	401	418	\$0.94 Per Link Click	—	—
3 Link Clicks	401 People	418 Total	\$0.94 Per Link Click	—	—

Facebook Ads Manager interface showing a campaign named "Coursenvy - Video views - Copy". The campaign is in the "Draft" status and is targeting "US - 18+". The campaign is a "Video views - Retargeting ad".

The ad preview shows the following details:

- Primary Text:** Facebook Retargeting Ads are the perfect way to re-engage with users to CLOSE THE SALE! They have seen your website but didn't convert... NOW it is time to follow them around the internet with Retargeting Ads!
- Headline (optional):** Let us MANAGE your RETARGETING ads for you!
- Description (optional):** Include additional details
- Website URL:** <https://learn.coursenvy.com/p/coursenvy-retargeting-packages>
- Build a URL Parameter:** Display Link (optional): Enter the link you want to show on your ad
- Call to Action:** Learn More
- Stories Customizations:** Edit Stories background colors

The ad preview also shows a mobile news feed with the ad content, including the Facebook logo, the text "Coursenvy Sponsored", and the headline "Facebook Retargeting Ads are the perfect way to re-engage with users to CLOSE THE SALE! They have seen your website but didn't convert... NOW it is time to follow them around the internet with Retargeting Ads!".

A red arrow points to the "Learn More" button in the Call to Action section of the ad preview.

Edit the variable you want to test in this split test copy. For this example, I duplicated the AD for this campaign and will test a different Call to Action button in this split test copy.

Ads

Search or add filters

Campaigns | Ad Sets 1x | **Ads 1x**

Create Duplicate Edit Export Preview ...

☐	Name	Delivery	Ad Set Name
☒	Coursenvy - Video views - Copy	In Draft	US - 18+ 0 active ads
☐	Coursenvy - Video views	In Review	US - 18+ 0 active ads

> Results from 2 ads

Then just click the
Review and Publish
button.

www.Coursenvy.com - Ju... Lifetime: Mar 21, 2014 - Oct 17, 2019 Updated just now **Review and Publish (1)**

Video views - Retargeting ad > US - 18+ > **Coursenvy - Video views - Copy**

Summary **Edit** Chart History

For questions and more information, see the Facebook Ad Guidelines.

Primary Text

☒ Facebook Retargeting Ads are the perfect way to re-engage with users to CLOSE THE SALE! They have seen your website but didn't convert... NOW it is time to follow them around the internet with Retargeting Ads!

Add a website URL

Headline (optional)

Let us MANAGE your RETARGETING ads for you!

Description (optional)

Include additional details

Website URL

Preview URL

https://learn.coursenvy.com/p/coursenvy-retargeting-packages

Build a URL Parameter

Display Link (optional)

Enter the link you want to show on your ad

Call to Action

Learn More

Stories Customizations

☐ Edit Stories background colors

Languages

☒ Saved to draft

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Discard Draft

Publish

Ad Preview

Mobile News Feed

Edit

Coursenvy
Sponsored

☒ Facebook Retargeting Ads are the perfect way to re-engage with users to CLOSE THE SALE! They have seen your ... See More



LEARN COURSENVY.COM
Let us MANAGE your
RETARGETING ads for you!

LEARN MORE

Like

Comment

Share

Manual Split Testing Cons

When creating a duplicate, do note that if you don't completely exclude the first campaign's audience, there will be **audience overlap**, possible audience fatigue (people seeing your ad multiple times), and wasted ad spend.

This can be prevented via **EXCLUDING** audiences at the Ad Set level.

Let me show you an example...

You can **EXCLUDE** your first campaigns target audience in your second split test campaign via the **EXCLUDE** option under **Custom Audiences** and the **EXCLUDE** option under **Detailed Targeting**.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Audience

[Create New Audience](#) Use Saved Audience ▼

Custom Audiences [Create New](#) ▼

INCLUDE people who are in at least ONE of the following

Q Search existing audiences

EXCLUDE people who are in at least ONE of the following

Q Search existing audiences

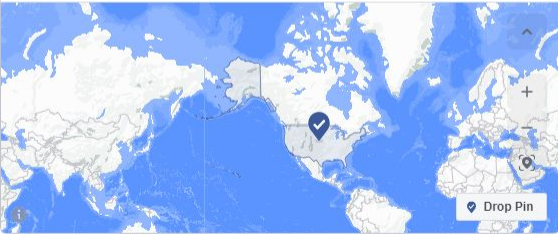
Locations

People living in this location ▼

United States

✓ United States

Include ▼ Q Search Locations Browse



Drop Pin

Add Locations in Bulk

Age

18 ▼ 65+ ▼

Close ✓ All edits saved

Audience Definition



Specific Broad

Your audience selection is fairly broad.

Potential Reach: 3,200,000 people ⓘ

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

[Back](#) [Next](#)

#2 - Split Test Facebook Ads During Creation

Select the “**A/B Test**” option on the first step of your Facebook ad creation (at the Campaign Objective level).

- Click the green Create Ad button on your Ads Manager page
- Select your Campaign Objective
- Click the **A/B Test** button
- Create and Publish your first campaign (the “Control” campaign)
- Select the variables you want to A/B split test in the campaign

At the CAMPAIGN level, you can select the **A/B Test** option. Selecting this will make the first campaign your “Control Campaign”.

Once you publish this campaign, you will be prompted to select what variable you want to A/B test.

New Campaign > 1 Ad Set > 1 Ad

[Edit](#) [Review](#)

Traffic

Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)

[Show More Options](#)

A/B Test

Test campaigns against each other to understand which strategies give you the best result. Your potential reach will be divided among your test campaigns for more accurate results. [Learn More](#)

A/B test

Now you create test variants after publishing your campaign. Once you publish, select a variable and create new versions to compare against the original.

[Get Started](#)

Campaign Budget Optimization

Campaign budget optimization will distribute your budget across ad sets to get more results your delivery optimization choices and bid strategy. You can control spending on each ad set.

Campaign Budget

Daily Budget USD

Actual amount spent daily may vary. ⓘ

Campaign Bid Strategy

Lowest cost

[Show More Options](#)

A/B Test

Test campaigns against each other to understand which strategies give you the best result. Your potential reach will be divided among your test campaigns for more accurate results. [Learn More](#)

✓ **This Campaign is Now Your Control Campaign** ✕

Continue setting up your control and you can add variants to your test after publishing.

[Undo](#)

[Close](#) ✓ All edits saved [Next](#)

Split Test Variables

Select the variable
you want to test
for this A/B Test
campaign.



Create A/B Test

Finish setting up your A/B test by creating a variant or selecting another campaign to compare against the original

Create a Variant Compare Existing Campaigns

Choose the variable you want to test.

Campaign
New Campaign

Variable
Select a variable to test

- ☐ Image
- ☐ Video
- ☐ Ad Text
- ☐ Age and Gender
- ☐ Saved Audience
- ☐ Custom

Split Test Example

Testing different audiences helps you understand what types of people are more likely to respond to your ads.

EXAMPLES:

- Men, age 21-30 versus Men, age 31-40
- People living in Los Angeles versus People living in New York City
- A custom audience of people who've recently visited your website versus targeting a relevant Interest in Detailed Targeting

BEST PRACTICES: A/B Split Testing

Best Practices for A/B Testing: <https://www.facebook.com/business/help/290009911394576>

- Test only ONE variable at a time for more conclusive results
- Focus on a measurable hypothesis (i.e. optimizing for cost per action)
- Use a big enough audience for the test
- Use an ideal time frame (4 days average)
- Set an ideal budget for your test (80%+ estimated Test Power)

Dynamic Creative

Dynamic Creative

With the **Dynamic Creative** option enabled, you can upload multiple creative assets such as images, videos, titles, descriptions, and CTAs (Call-To-Action buttons).

Dynamic Creative will then find **optimized ad creative combinations** by taking multiple ad components/assets you provided (i.e. images, headlines, etc.) and automatically generating combinations of them.

Dynamic Creative will then optimize the creative components that deliver the best results for each impression served. Then your Dynamic Creative ads will show your targeted audience the **highest performing creative combinations**.

Who is Dynamic Creative for?

The Dynamic Creative option is a great tool for Facebook advertisers with MANY assets who want to learn what creatively resonates with their target audience.

PRO TIP: Dynamic Creative is NOT a substitute for split testing. I will only use Dynamic Creative to find my top performing creatives from hundreds of options (i.e. titles, images, etc.). Then I will take these winning ad creative assets (derived from the Dynamic Creative ad) into my new split test campaigns where I am testing targeting at the AD SET level (again, ONE variable at a time to see what audience drives the best results).

I like to compare Dynamic Creative to “Machine Learning”... it is a Facebook tool that helps me identify my best AD level creative assets, then I use these winning creatives in my new AD SET level split test campaigns. Once I have my Ad Sets optimized, then I scale up my budget on the winners and shut off the losers!

Best Practices for Dynamic Creative Ads

www.facebook.com/business/help/257326614846024

facebook business

Ads Help Center

Support

Home

Ads

Pages

Billing

Optimization

Management

Instagram

Create an Ad

BASICS

About dynamic creative

> Best practices

CREATE

RESULTS

Best Practices for Dynamic Creative Ads

Dynamic creative ads aren't compatible with dynamic language optimization or asset customization.

Below are best practices to help you get the most out of dynamic creative ads.

TEXT

Upload 5 options max

IMAGES / VIDEOS

Upload 10 image options or 10 video options max

HEADLINES

Upload 5 options max

LINK DESCRIPTIONS

Upload 5 options max

CTA BUTTONS

Upload 5 options max

Jasper's Cafe

Sponsored · 🌐

Discover our new Swiss chocolate counter!



jaspersmarket.com/cafe

Certified organic cocoa

Learn more on our website...

SEE MENU

Like

Comment

Share

Dynamic Creative

Toggle on
Dynamic Creative
at the AD SET
level.

New Campaign > New Ad Set > 1 Ad

Edit Review

In Draft

Ad Set Name

New Ad Set

Traffic

Choose where you want to drive traffic. You'll enter more details about the destination later.

☒ Website

☐ App

Choose the app you want to advertise. You can advertise any app that you've registered on Facebook's developer site. [Get Help for App Install Ads](#)

☐ Messenger

Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ WhatsApp

When a person clicks on your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people more likely to open WhatsApp.

Dynamic Creative

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

On

Budget & Schedule

Start Date

Aug 17, 2021

10:26 AM

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 230,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

It is at the AD level that you will add all the Dynamic Creative assets you want to test.

5 TEST OPTIONS:

1. Text
2. Images/Videos
3. Headlines
4. Description
5. CTA Buttons

New Campaign > New Ad Set > New Ad

In Draft

Edit Review

Media

Select Images Select Videos

Create Slideshow Create Video

Images, Videos and Slideshows 1 of 10

2048 x 1556

Crop Image

Optimize Creative For Each Person

Vary your ad creative based on each person's likelihood to respond. [See Possible Optimizations](#)

Primary Text

Tell people what your ad is about

+ Add Another Option

Headline · Optional

Write a short headline

+ Add Another Option

Description · Optional

Include additional details

+ Add Another Option

12 Placements

View More Variations

Facebook

Coursenvy Sponsored

LEARN COURSENVY.COM

Coursenvy

Coursenvy is a Los Angeles-base...

Like Comment Share

Ad rendering and interaction may vary based on device, format and other factors.

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Back Publish

Understand the Results of Your Dynamic Creative Ad

The screenshot shows the Facebook Ads Manager interface. At the top, there's a search bar and filters. Below that, the 'Campaigns' tab is selected, showing a list of ads. Two ads are visible, both in 'In Review' status. A red arrow points to the 'Breakdown' menu on the right side of the dashboard. The 'Breakdown' menu is open, showing options: 'None', 'Image, Video and Slideshow', 'Website URL', 'Text', 'Headline (Ad Settings)', 'Description', and 'Call To Action'. A red arrow points to the 'Image, Video and Slideshow' option. A tooltip for this option reads: 'Image, Video and Slideshow. View your data by image, media and slideshow. These values are estimated.'

Ad Name	Delivery	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results
Default name - Conversions	In Review	parent + MLM + top MBA co...	Lowest cost	Using ca...	Aug 17	
Default name - Conversions	In Review	MBA interest + colleg...				

1. Go to your Ads Manager.
2. Select your Campaign you enabled Dynamic Creative for and navigate to the Ads tab.
3. Click the Breakdown menu on the right side of the dashboard and choose “**By Dynamic Creative Asset**” from the dropdown menu.
4. Select one of the breakdowns to see how each asset performed.

Offer Ads

Offer Ads

The **Offer** option is currently only available with the Campaign Objectives:

- Traffic
- Conversions
- Store Traffic

<https://www.facebook.com/business/help/102534329872055?id=404748470363829>

Offer Ads

Offers are simply discounts you can share with your customers via Facebook and the users have the option to **save** the offer.

As the admin or editor of a Facebook Page, you can create an **Offer Ad** to encourage people to shop on your website and/or at your local store.

PRO TIP: I will use the "Unique Codes" option when I create my OFFER and then upload a list of single use codes for my clients Amazon products, then run a 90% off sale to boost their products BSR (Best Seller Rank) in Amazon via this discounted sales... leading to a higher organic rank in search results and increased future sales! You can also do this for your own shop, WooCommerce, or Shopify store as a **loss leader** (i.e. selling your products at a loss for this first item, but you are also capturing the customer's information for your future promotions and therefore earning more from them and increasing their overall lifetime value as a customer of your business!)

At the AD SET level, toggle on the **Offer** option, select your Facebook page, and click the “Create Offer” button.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

New Ad Set

Traffic

Choose where you want to drive traffic. You'll enter more details about the destination later.

☒ Website

☐ App
Choose the app you want to advertise. You can advertise any app that you've registered on Facebook's developer site. [Get Help for App Install Ads](#)

☐ Messenger
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ WhatsApp
When a person clicks on your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people more likely to open WhatsApp.

Dynamic Creative

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Off ☐

Offer

Drive more conversions by creating an offer people can save and get reminders about. [Learn More](#)

On ☒

Facebook Page

Coursenvy

Offer

Create Offer

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Estimated Daily Results

Reach ⓘ
12K - 33K

Link Clicks ⓘ
155 - 456

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Are these estimates helpful?

Close ☒ All edits saved

Back [Next](#)

Offer Ads

Fill out your Offer details, click create, and then finish creating your ad campaign as usual.

When users click your ad's Get Offer CTA button, they will see the offer as it appears in this Create Offer builder popup.

Create Offer

Offer Information

Offer Title 0 / 50
20% Off All Books

Details 0 / 250
Tell people about this offer

End Date ?
Mar 29

End Time ?
12:00 AM

Offer Redemption

Where People Can Redeem

Online In Store Both

Online Offer URL ?

Type of Promo Code ?

No Code One Code Unique Codes

Total Offers Available ?
1000

Details Page Notification Email

20% Off Your Next Purchase

100 people got this offer

Expires on Mar 29, 2019

Online only

Save for Later

Mark as Used

Share Offer

Details

This space is where you give more information about your offer.

Terms and Conditions

This space is for the important rules and legal details about your offer.

Cancel

Create

Special Ad Category

At the CAMPAIGN level,
toggle on **Special Ad Categories**, if your ads are
related to Credit,
Employment, Housing, Social
Issues, Elections, or Politics.

Some ad options will be
unavailable to you.

If your type of ad falls into one
of these categories, make sure
to select one of these options
on the CAMPAIGN level. If you
don't, Facebook can disable
your ad account.

The screenshot shows the Facebook Ads Manager interface. On the left is a sidebar with navigation icons. The main area displays the 'New Campaign' setup screen. At the top, there's a breadcrumb trail: 'New Campaign' > '1 Ad Set' > '1 Ad'. Below this are 'Edit' and 'Review' buttons. The 'Campaign Name' section has a text input with 'New Campaign' and a 'Create Name Template' link. The 'Special Ad Categories' section features a toggle switch set to 'On', which is highlighted by a large red arrow. Below the toggle is a dropdown menu showing 'No categories declared'. A red box highlights a list of categories: 'Credit' (with a crossed-out icon), 'Employment' (with a briefcase icon), 'Housing' (with a house icon), and 'Social Issues, Elections or Politics' (with a megaphone icon). Each category has a brief description. Below this is the 'A/B Test' section, which includes a 'Get Started' button. At the bottom, there's a 'Close' button, a status message 'All edits saved', and a 'Next' button.

New Campaign

Special Ad Categories

You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#)

No categories declared

- ☐ Credit
Ads for credit card offers, auto loans, long-term financing or other related opportunities.
- ☐ Employment
Ads for job offers, internships, professional certification programs or other related opportunities.
- ☐ Housing
Ads for real estate listings, homeowners insurance, mortgage loans or other related opportunities.
- ☐ Social Issues, Elections or Politics
Ads about social issues (such as the economy, or civil and social rights), elections, or political figures or campaigns

A/B Test

Test campaigns against each other to understand which strategies give you the best result. Your potential reach will be divided among your test campaigns for more accurate results. [Learn More](#)

A/B test creation has changed

Now you create test variants after publishing your campaign. Once you publish, select a variable and create new versions to compare against the original.

Get Started

Close All edits saved Next

When creating your Special Ad Category ad, you will see the limitation details noted.

New Campaign > New Ad Set > 1 Ad

EditReview

Audience

Create New AudienceUse Saved Audience

Custom AudiencesCreate New

Search existing audiences

Exclude

When using a Custom Audience, be sure that your audience selections do not discriminate against people based on certain personal characteristics.

Locations

People living in or recently in this location

United States

United States

Search LocationsBrowse

Add Locations in Bulk

ZIP code selection is unavailable. Location selection must include all areas within a 15-mile radius of any selected city, address or dropped pin.

Age

1865+

Gender

AllMenWomen

Detailed Targeting

Include people who match

Add demographics, interests or behaviorsSuggestionsBrowse

CloseAll edits saved

Special Ad Category

Credit

To help you comply with our Advertising Policies, some audience selection options have been adjusted for ads in special categories. [See Details.](#)

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people

Estimated Daily Results

Reach

12K - 33K

Link Clicks

155 - 456

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

BackNext

COURSENVY® Coursenvy®

www.Coursenvy.com

Building a Facebook Ad

Ad Copy Tips

Your goal is to ADD VALUE to this users Facebook experience. People are on Facebook to share with their friends and family. Facebook users don't like being HARD sold XYZ product/service. People go to Amazon to shop and Facebook/Instagram to be social. So when creating your ads, THINK of your end customer with this mindset. Simply start the relationship with them, offer value, be casual in your tone/text, and share things WORTH sharing!

- Grab your users attentions ASAP with your text and headlines! People love ACTIONABLE steps, for example... steal this headline: **7 Things to Know Before You XYZ**
- DON'T be salesy! READ your ad copy out loud... would you say this in person to your potential customer?
- DO NOT sell your products features... rather focus on the BENEFITS your customers will gain and how it will help them. ALWAYS think in customer's perspective FIRST!

Best Facebook Ad Examples

<https://www.coursenvy.com/best-facebook-ad-examples>

Ad Media Tips

- Facebook and Instagram are SOCIAL platforms... try to always include people in your images and videos. **EXAMPLE:** I love using my clients actual customers or staff in photos, paired with testimonial ad copy or a behind the scenes story!
- Ask yourself before you create any ad image... “would I share this with my friend or post it to my own feed?”
- DO NOT use stock photos or photos you don’t own the rights to... this is the fast track to getting a trademark infringement lawsuit slapped on you!
- Try to test at least 3 images and 2 videos in every campaign you run (the more the better)! I am always surprised by which piece of media drives the most clicks and lowest cost per action! TEST TEST TEST!
- Watch me create an ad for a client and then toggle off winning and losing ads a few days later: <https://youtu.be/koxKwuNYhYM>

20% Text Rule

www.facebook.com/ads/tools/text_overlay

- Facebook's advertising guidelines include a 20% text rule in media. This means that the text on ad photos/videos **cannot take up more than 20%** of the photo/video area.
- The image itself should tell the story or at minimum grab the users attention enough to read the ad copy and/or headline!

PRO TIP: Test a bright attention grabbing color and frame for one ad image split test!

Take some time to play around with all these fields on the AD level as it takes some time to see which field changes which part of the ad itself.

The screenshot shows the Facebook Ads creation interface. On the left is the form with the following fields:

- Website** (selected) / Facebook Event
- Text**: Type Ad Copy Text Here
- ☐ Edit Stories background colors
- Website URL**: coursenvy.com/courses
- Build a URL Parameter**
- Headline**: Type Call to Action Headline Here
- Call To Action**: Learn More
- Multiple Languages (optional)**: + Create in Different Language
- Hide Advanced Options**
- Display Link (optional)**: coursenvy.com
- News Feed Link Description**: Type News Feed Link Description Here

On the right is the ad preview for a Coursenvy sponsored post. Red arrows indicate the mapping from the form fields to the ad components:

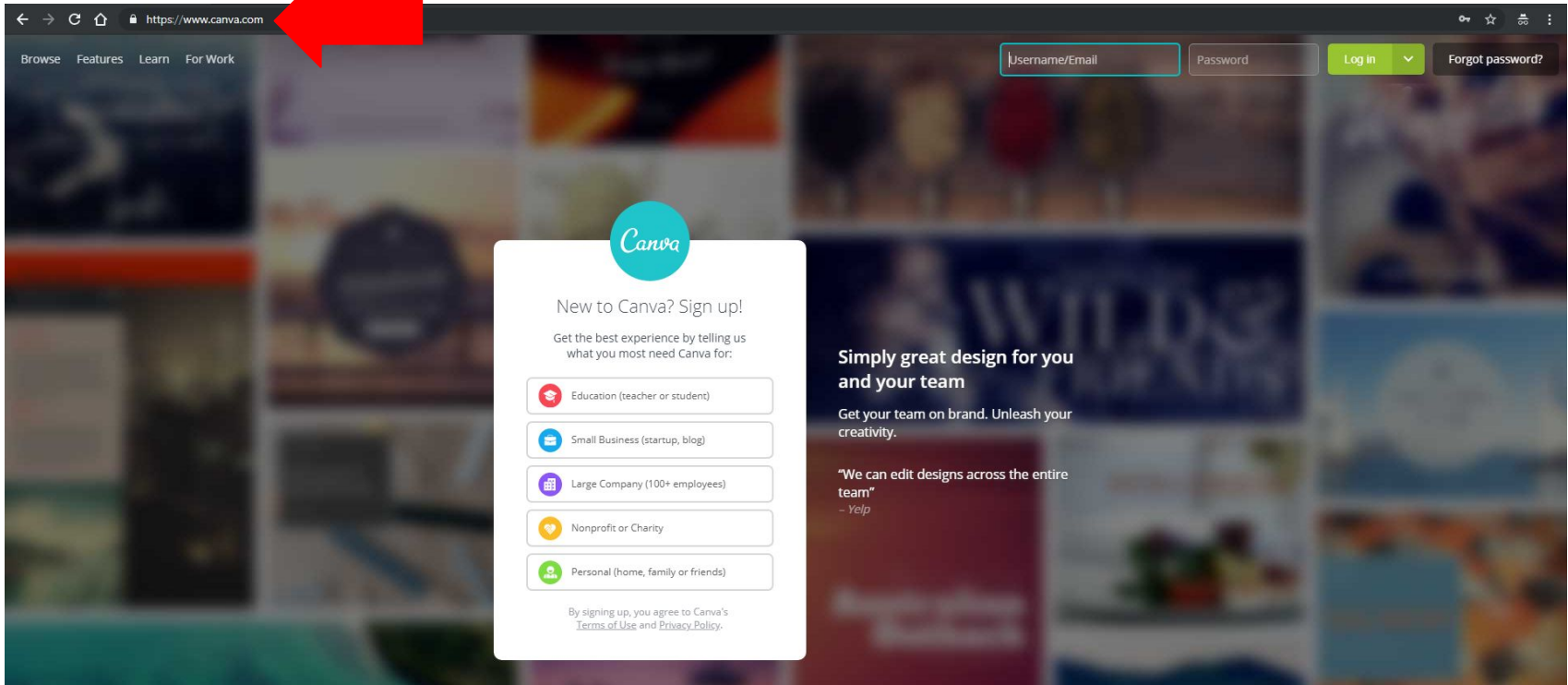
- From **Text** to the main ad body.
- From **Headline** to the headline below the image.
- From **Call To Action** to the 'Learn More' button.
- From **Display Link** to the 'coursenvy.com' link below the headline.
- From **News Feed Link Description** to the description below the link.

The ad preview shows a bright green image with the text "SALES FUNNEL SECRETS" in white, a headline "Type Call to Action Headline Here", and a "Learn More" button.

Close

Image Editing - Canva.com

Not only can you edit social media images at Canva, but they also have a nice selection of templates, graphics, buttons, and more to use for free.



Video Ad Tips

I see some of my highest ROMI ads come from video ads. Specifically using videos in **Awareness** and **Conversion** objective campaigns!

- **PRO TIP:** Over 80% of Facebook video views happen with the **sound turned off!** So this not only tells you the importance of enabling/completing captions for every video ad you create, but also how important visually engaging content is since you should never rely on your voice/script alone to make a sale!

How to Create a Viral Video: <https://www.coursenvy.com/how-to-create-a-viral-video>

Once you upload
your video at the
AD level, click the
“Edit Video”
button.

New Campaign > New Ad Set > New Ad

Edit

Review

Preview On

14 Placements

Facebook Feeds

Coursenvy Sponsored

9x

0:07

1080 x 1080

Learn More

Facebook Feeds

Stories

In-Stream

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media

9x ads video FREE CONSULT.mp4

0:07

1080 x 1080

Edit Video

Add Poll

Change Video

Edit Placement

Select a placement to edit

For questions and more information, see the Facebook Ad Guidelines.

Primary Text

Tell people what your ad is about

Headline · Optional

Write a short headline

Description · Optional

Include additional details

Destination

☒ Website

☐ Facebook Event

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close

All edits saved

Back

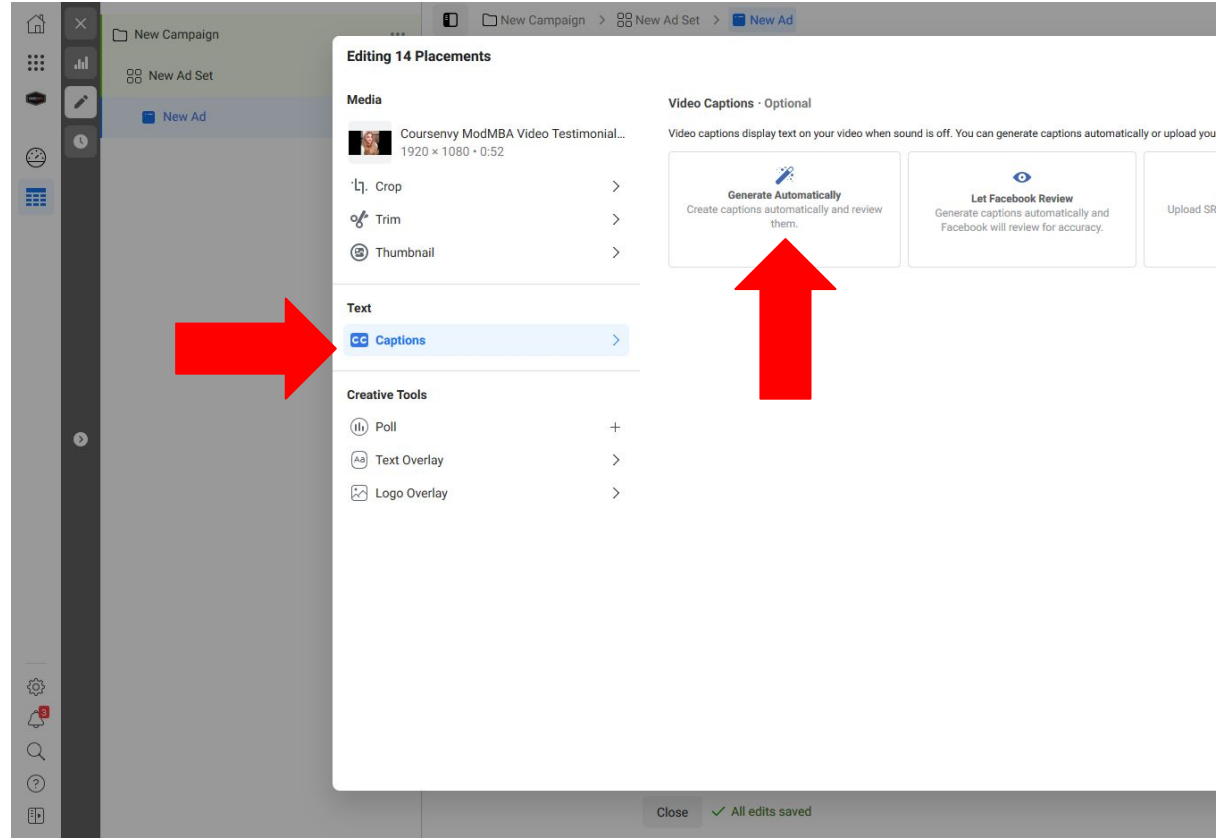
Publish

How to Caption Videos

Once you upload a video at the AD level, click the “Edit Video” button.

Captions display text on your video when the sound is off (perfect since 80% of videos are played this way!)

You can generate captions automatically or upload your own SRT caption files.



Make sure to select or create/upload a video **Thumbnail** image that is not only attention grabbing, but also adheres to the 20% or less text rule.



How to Reverse Engineer Ads



Ad Library

Justin

Filter By: United States ▼

Active
Started running on Jun 18, 2019



Dollar Shave Club
Sponsored

...
ok, feel, and smell your
er Set to help you do just



Learn More

Active
Started running on Jun 18, 2019



Dollar Shave Club
Sponsored

We're in the business of making you look, feel, and smell your best. So we made this awesome Starter Set to help you do just that: <http://dirshv.es/8iv6xi>



Try the Club
Everything you need in the bathroom – from razor blades to grooming products – automatically delivered to your door. It doesn't...
WWW.DOLLARSHAVECLUB.COM

Learn More

[See Ad Details](#)



Active
Started running on Jun 18, 2019



Dollar Shave Club
Sponsored

We're in the business of making you look, feel, and smell your best. So we made this awesome Starter Set to help you do just that: <http://dirshv.es/6hThK6>



Try the Club
WWW.DOLLARSHAVECLUB.COM

Learn More

Go to
www.facebook.com/ads/library
and search for your competitor's Facebook Page (or any major brand as they have a team of marketing employees creating their ads, so their examples are prime for "borrowing" for your own ads).

Review that companies currently active Facebook ads!

